

# Avatar Agency celebrates 10 years and appoints a new CEO

Avatar Agency, a 100% Black-owned agency founded by South African entrepreneurs Zibusiso Mkhwanazi and Veli Ngubane, is celebrating its 10th anniversary this year. As part of the agency's new chapter, Mzamo Xala has been appointed group chief executive officer, who previously held dual roles as chief strategy officer and managing director of B2B company Resilience. He will start in his new role on 1 March 2022.

Avatar is firmly rooted and has its eyes on the next 10 years. The agency group hopes to solidify its approach and continue to inspire, integrate and innovate ideas that move people.

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