

ASA gets new CEO

The Advertising Standards Authority (ASA) of South Africa announced the appointment of its new CEO, Thembi Msibi, earlier this week. "I'm excited about the new challenges presented by an organisation like the ASA," says Msibi, who took up her position on 1 November 2006. Msibi holds an LLB (Honours) degree from the University of Warwick in England and comes to the ASA from her position as head of department at the Mpumalanga Department of Roads & Transport.

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