

# The Hardy Boys names Sue Napier as MD

The Hardy Boys have announced the appointment of Sue Napier as its new MD, effective from 1 June.

Napier holds 17 years of experience in the brand, communication, and advertising industry, and is the founding member of Ireland/Davenport, a boutique agency started after she left TBWA Hunt/Lascaris. Napier's client portfolio at Ireland/Davenport included BMW, Investec, SA Tourism, Vodacom, Plascon, Avis, National Geographic Channels, and Fox International Channels.

Most recently, Napier spent nine months as the marketing director of the apparel division of MRP.

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