

## Y&R appoints new head of electronic production

Y&R South Africa recently promoted Mthuli Bam, a senior TV producer that has been with the agency for more than half a decade, to head of electronic production. In his new role, he will oversee production across Y&R South Africa's offices in Cape Town, Durban and both offices in Johannesburg.

Mthuli speaks four languages and has been involved in many award-winning campaigns since he started his career at HerdBuoys McCann-Erickson in 1999. His first order of business is to grow and cultivate a hub of up-and-coming production suppliers for Y&R South Africa.

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