

## **WE Communications names new MDs for SA, Africa network**

WE Communications has appointed Sarah Gooding as managing director of WE South Africa and James Wilson as managing director of WE's Africa network.

The appointments position the agency to drive continued growth across the African continent. South Africa remains WE's core business hub for the Middle East and Africa (MEA) region.

"Globally we are seeing clients benefit from our expanding international footprint, and both the South African business and our African operation through our global alliance programme form an integral part of WE's global growth programme," said Kass Sells, WE's global COO and president of international.

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