

Themba Nobanda appointed as Client Service Director for Dentsu Aegis Network Sub-Saharan Africa

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Dentsu Aegis Network is proud to announce the appointment of Themba Nobanda, as Client Service Director for Dentsu Aegis Network Sub-Saharan Africa. He commenced his position on 6 October.

Themba is joining us from successfully setting up and running his own business in the golf industry called Golf4Fun. His business has seen over 1,000 people being introduced to golf after 24 months of operation.

With over 10 years' experience in the marketing industry, he is a seasoned ex-Diageo and P&G client in the region and has worked across sub-Saharan Africa. Under his leadership at Diageo, Uganda Spirits Brands were rated Best Business Plan in Africa in 2014 and created a World Record of 1,000 Bottles of Johnnie Walker Sold in one event (Forbes Celebration Dinner).



Themba Nobanda

"I'm inspired by the opportunity to create big shifts in the way marketing is done, led by the fundamental changes to human interaction and communication, brought on by the advent of social and digital media. Dentsu Aegis Network is leading the way in making the giant leaps forward that make it possible for Africa to close historic economic and developmental gaps to the western world. Innovating how brands are built is an agenda I have long coveted, I look forward to combining my experience managing brands with leading edge innovation to solve business challenges, grow brands and create the magical campaigns of the future," said Themba Nobanda.

Dawn Rowlands, CEO for Dentsu Aegis Network Sub-Saharan Africa, said, "I am confident that Themba's wealth of experience will give the business the continued momentum to expand its growth across sub-Saharan Africa, with his skills and expertise, we have no doubt that he will ensure we retain our current clients and assist us in winning new business across SSA.

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