



# Dentsu Aegis Network South Africa strengthens its digital leadership team

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Dentsu Aegis Network, one of the leading global media and digital marketing communications networks expands its digital team in South Africa. They announced the appointment of Sadiqah Levy, who will work across both teams at Amnet, Dentsu Aegis Networks, programmatic and real time bidding specialist and iProspect, their digital performance marketing agency.



Sadiqah Levy

Sadiqah will be working with both teams as the Client Service Director, a digital marketing veteran, she comes with extensive work experience. Sadiqah will strategically complement the networks aggressive growth plans, as she takes on the lead responsibility of servicing the company's clients across the region.

Jaco Lintvelt, Managing Director for Amnet & iProspect SA said, "We gladly welcome Sadiqah to the team, and are confident that Sadiqah's wealth of experience will give the business the continued momentum to expand its growth in SA & across Sub Saharan Africa. With her skills and expertise, we have no doubt that she will ensure that we retain our current clients and assist us in winning new business across SSA.

Commenting on her appointment, Sadiqah said, "What I do on a daily basis is what I do best, and while every brand and client is different, as well as their understanding of digital, it comes down to my deep knowledge and experience that enables me to propose the best WHY, HOW and WHAT possible within the digital space. I understand that a digital media strategy is no longer a "nice to have" but rather a "must have" and the implementation thereof is what determines the ultimate campaign success."

Sadiqah started her career in digital at IOL in 2014, which shaped her career path and direction where she spent almost 2 years. She then moved to Purple Cow Communications, as the Senior Media Planner and Buyer. After almost 6 years of growth and significant learning, Sadiqah broadened her horizons to further develop her career in digital by joining Acceleration Media, now 25AM.

Dentsu Aegis Network continuous to invest in their digital capabilities and offerings by hiring the best in class digital specialists, to drive their strategy of being 100% digital by 2020.

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