

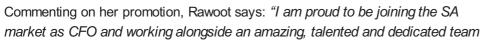
## Naazema Rawoot appointed as Dentsu South Africa's chief financial officer

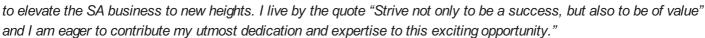
12 Jul 2023 Issued by Dentsu

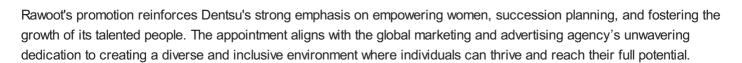
Following the announcement of Ruschda Ismail taking over the reins from Bevis Hoets as chief financial officer (CFO) for Dentsu Africa, Dentsu South Africa (SA) is pleased to announce the promotion of Naazema Rawoot as CFO for the market.

Rawoot's successful nine-year tenure at Dentsu began in June 2014, when she joined as the group finance manager. Two years later, her skills, knowledge and dedication led her to the position of group financial controller where she worked closely with Hoets, across all 11 markets.

Rawoot's proficiency as a focused financial controller is evident in her ability to drive organisational growth through the implementation of robust financial strategies and management. She possesses a keen eye for identifying operational inefficiencies and mitigating risks, resulting in the enhancement of internal controls, standards, and procedures.







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