

Rocketseed appoints advertising insider as new MD

Intelligent business email solutions provider Rocketseed has appointed Mark Williams, formerly of Tinderbox Interactive, Dimension Data, VWV and 8 Seconds, as its new managing director.

Williams has a strong creative and advertising background. During the 1990s he was headhunted from FCB's Azzaguys to act as creative director for the Internet Solution, subsequently running Tinderbox Interactive before moving to Dimension Data I-Commerce.

Following his experience in the Dimension Data group of companies he spent three years as MD of South Africa's leading event and communications agency VWV, gaining invaluable international and local experience. In early 2005 he returned to the advertising environment, consulting and providing support for South Africa's top agencies before taking over as MD of 8seconds, an advertising image and brand communications company with extensive interests in Africa, particularly Nigeria and Kenya.

Williams is a long-time Loerie Awards judge and has twice chaired the panel, as well as serving as a judge for the 2001 Cannes Advertising Awards.

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