

Alistair Mokoena appointed Ogilvy South Africa's new CEO

Ogilvy South Africa has announced the appointment of Alistair Mokoena as its new CEO, following Abey Mokgwatsane's decision to move to Vodacom...



Abey Mokgwatsane on what's next after Ogilvy SA

Juanita Pienaar 19 Jul 2017



Mokoena is a well-rounded marketer with deep client and agency experience. His career includes experience at SA's top brand building companies including SAB, Unilever, Tiger Brands and Mondelez, as well as in leadership roles in the advertising industry.

He is a lawyer by training and has both MBA and chartered marketing qualifications. He has led two of the biggest agencies in South Africa, is well known as an industry commentator and has served as member of the ACA board.



Alistair Mokoena is the new CEO of Ogilvy South Africa.

Moss Mashishi, Ogilvy South Africa chairman, says 'Alistair brings a deep passion for client-centricity and he has led Ogilvy JHB during one of its most creatively prolific periods. He has proved his ability to engage with senior marketers has shown himself to be a skilled brand builder.'

Ogilvy Europe, Africa and Middle East CEO, Paul O' Donnell, believes Mokoena's blend of marketing and agency experience positions him ideally to lead the evolution of Ogilvy's next chapter, as the organisation positions itself for the modern marketing era: "Alistair brings an understanding of the realities that marketers face and an ambition to help clients build brands that genuinely matter in the market place and in the lives of consumers".

Mokoena assumes the role immediately.

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