

# Hollard appoints Hazel Chimhandamba as the group's new chief marketing officer

Hollard has appointed corporate marketing expert Hazel Chimhandamba as the group's new chief marketing officer (CMO).

Chimhandamba, an astute marketer, joins Hollard from telecommunications company Cell C, where she has been the executive head of marketing since 2019. During her tenure, the brand was ranked as one of Kantar's BrandZ's Top 30 Most Valuable South African Brands for four consecutive years, despite tough market conditions.

In 2022, Chimhandamba clinched gold, silver and leader marketing awards for Cell C at the Direct Marketing Association of South Africa Assegai Awards, for a shared value campaign that also received recognition at the London Festival of Media Global Awards in the same year.

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