

# Hook, Line & Sinker appoints Cornel de Lange as account director

PR agency, Hook, Line & Sinker (HLS) has appointed Cornel de Lange as account director to manage its business division. De Lange will oversee a team of four while managing several local and global brands including; Amazon Meet and Code Europe, SAP (CSR) global, Luxity, IDEA, InDrive, Dine Plan and Top Employers Institute.

De Lange will harness his skills to provide creative solutions while executing the agency's 360-degree 'paid, earned, shared and owned' offering. An avid writer with a passion for the exciting world of business and tech, he brings +12 years of agency experience working with some of the world's most respected and admired brands.

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