

Sara Didiza is Bridgestone SA's new head of marketing

Bridgestone Southern Africa has appointed Sara Didiza as its new head of marketing. In her new role, Didiza leads a multi-disciplinary team that includes product management and brand marketing, public relations, corporate communications and trade marketing.

Didiza has over 10 years of experience in brand management and marketing. She previously worked with brands such as Gillette, Pampers, Pantene as well as Head & Shoulders for P&G. She also holds a BA degree in media and a law degree from the University of Cape Town.

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