

New GM of corporate communications at Nissan SA

Nissan South Africa has announced the appointment of Dudu Mwelase as GM of corporate communications, who will be responsible for internal communications, brand communications and public relations.



Previously acting group executive for stakeholder relations and provinces at the South African Broadcasting Corporation, where she was responsible for a variety of portfolios -including corporate communications, stakeholder management, community enterprise development, strategic partnerships and front-line services - Mwelase has also held the positions of director corporate communications of the Gauteng Department of Housing and COO of public relations agency, Zanenza Communications.

Nissan SA's MD, Mike Whitfield, believes that Mwelase's broad 10-year industry experience, especially in the realm of stakeholder relations, will stand her in good stead as she moves into the automotive industry.

Passion for brand management

"Dudu's experience with a variety of stakeholders, together with consumer insights gleaned in her previous position, should be an asset in a company as diverse as Nissan. Her passion for brand management both internally and externally will also add value to the Nissan brand," he said.

Born and raised in KwaZulu-Natal, Mwelase attained a BA degree through the then University of Zululand and UNISA before studying for a postgraduate diploma in business management at the University of Natal Pietermaritzburg. She also studied brand management through Vega in Joburg.

The former SABC executive will report to the company's corporate affairs director.