ACDOCO SA appoints new financial head

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ACDOCO South Africa (ACDOCOSA), Africa's first shopper-centric specialist Consumer Packaged Goods (CPG) brand-custodian distributor, has appointed Seshnie Naidoo as Financial Head. Her role will also encompass Information Technology and Regulatory elements.



Seshnie Naidoo

Naidoo is a chartered accountant, who has previously held positions at PricewaterhouseCoopers and AFGRI Grain Management. Her appointment is the final step in ACDOCOSA's leadership team overhaul.

ACDOCOSA's Managing Director Jason Frichol says that innovation in the challenging CPG distribution sector is paramount. "Critical and lateral approaches in financial organisational strategies will be the difference between surviving and thriving, as the agent/distributor business begins to depart from a model that has been followed for over fifty years."

"Seshnie's role includes controls, new financial models and driving further efficiencies in line with our strategy to provide further value to our principals, retailers and consumers. These will play a big part in supporting our operational ethos: aligning the right brands with the right shoppers in the right channels, at the right time.."

ACDOCOSA's unique shopper-centric operating strategy has meant that the company has evolved beyond the typical warehouse and distributor agent/importer model and, as such, continues to invest in new systems, technologies, resources and business process re-engineering, which will be overseen by Naidoo.

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ACDOCO SA

ACDOCO SA is a specialist consumer packaged goods distributor centred on the health and beauty sector. We are a subsidiary of Astley Dye Chemical Co. Ltd, founded in the UK in 1919, and have been in Southern Africa for over 20 years.

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