

Thulani Sibeko to head up Nedbank marketing, communications, corporate affairs

The Nedbank Group announced this morning, Friday, 13 May 2011, that it has appointed Thulani Sibeko as its group executive: marketing, communications and corporate affairs. Prior to joining Nedbank, Sibeko was head of marketing at Hollard Insurance.



Thulani Sibeko, newly appointed Nedbank group executive: marketing, communications and corporate affairs.

Sibeko replaces Ciko Thomas, who has taken up the role of managing executive of consumer banking in the Nedbank Retail and Business Banking Cluster.

The role at Nedbank includes overseeing corporate branding, group public affairs, sponsorships, transformation, internal and external communications, market and customer insights and the Nedbank Foundation, the group's corporate social investment arm.

Background

Sibeko gained his classical marketing experience in consumer goods. He held different brand-building roles at Gillette, Polaroid and Procter & Gamble, where his last role was associate marketing director. During his career, he has been responsible for brands such as Gillette Series, Oral B, Braun, Polaroid, Olay, Pantene, Head & Shoulders and Vicks.

Before Hollard Insurance, he was in charge of brand management at Vodacom, where he managed the group's brand strategy in South Africa and ensuring consistent application of its corporate identity and art direction in SA, Mozambique, Lesotho, the DRC and Tanzania.

In addition to working in SA, Sibeko has had regional assignments based in Boston, London and Geneva. He holds a BSc in business administration from California State University and a graduate certificate in business studies from Harvard University.

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