

# Ursula McAlpine appointed Havas Worldwide Group MD

Issued by [Havas Johannesburg](#)

28 Jul 2014

Ursula McAlpine, MD of global advertising agency Havas Worldwide Johannesburg, has been promoted to the position of Group MD. This position will assume the responsibility for the Havas Worldwide Johannesburg, Havas Worldwide Digital Johannesburg and Havas Shopper Marketing businesses.



Ursula McAlpine

Havas Southern Africa CEO Lynn Madeley states that McAlpine's dedication to Havas, her proven track record in growing the Havas businesses in South Africa, as well as her understanding of discipline-integration and its importance to our clients made her the perfect choice for the position.

Says Madeley, "With the continued business growth of the Havas Group in South Africa, and particularly the growth of the Havas Sports and Entertainment business, as well as our direction for the next phase of our expansion strategy, it became clear that Havas Worldwide businesses needed a consolidated focus under the leadership of a single director. This will not only allow for the group to concentrate on the expansion strategy, but will also ensure that the ever-growing demand for a truly integrated service offering remains at the core of our business. We have no doubt that Ursula will succeed in delivering on these objectives."

Concludes McAlpine, "This consolidated position will ensure greater collaboration and integration across our agency. The way in which we work and operate is undeniably integrated. This position will provide me a broader perspective of the business operations to ensure optimised team-work between the businesses, ultimately ensuring that our clients' objectives are always at the heart of what we do, regardless of what discipline is required."

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