

Happy at Openfield

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Happy Ntshingila, previous chief executive officer at SuperSport, has been appointed chairman of leading creative marketing agency, Openfield, effective from 1 November 2018.



Seseki Itsweng, Managing Director at Openfield said: “Happy’s appointment adds a powerhouse of creativity and marketing knowledge to our growing agency and we are delighted to welcome him as our Chairman.” He brings credibility and a deep understanding into our specific area of expertise, as well as the broader marketing industry.”

The industry heavyweight has received notable accolades and recognition for his incredible work at SuperSport International, Barclays Africa, Brand SA and HerdBuoys Advertising amongst many others.

“His knowledge of corporate South Africa, the importance of brands and a broad network of decision-makers and influencers throughout the country, will certainly add value to our constantly changing and challenging industry,” added an elated Itsweng.

Ntshingila shared his excitement: “I’m very thrilled about this opportunity as it not only draws upon skills I’ve developed over the years in terms of unearthing and leveraging some of the most visible sponsorship properties South Africa has ever seen, but also affords me the opportunity to groom our young executives in this arena and continue to develop the exceptional path of transformation that Openfield has embarked upon.”

The agency recently won numerous awards at the annual Sport Industry Awards which celebrated some of the best programmes, campaigns, activations, agencies and sponsorships in the South African sports industry. “Openfield has undoubtedly become one of the leaders in this industry and I am proud to be part of a team that creates exceptional work for its clients and look forward to elevating the company to even greater heights,” added Ntshingila.

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