

# Kim Herscovitz head of Shopper & Retail Marketing at ACDOCOSA

ACDOCOSA, a subsidiary of Astley Dye & Chemical Co in the UK, has appointed Kim Herscovitz as its head of Shopper & Retail Marketing. This is in line with its investment and repositioning as the first shopper-centric consumer packaged goods (CPG) brand-custodian distributor in Africa.



Currently shopper-marketing departments straddle between sales and marketing securing funding and reporting to both or either. To support the company's differentiated positioning, its shopper-marketing department has taken the lead with consumer marketing and brand sales falling under Herscovitz.

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