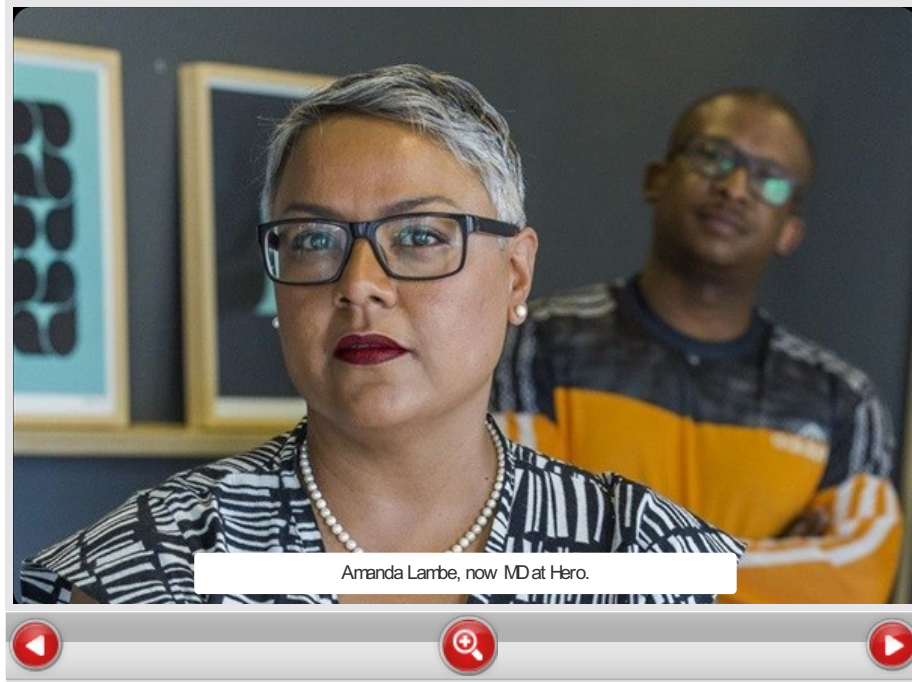


Amanda Lambe and Jabulani Sigege to helm Cape Town-based Hero

Independent full-service agency Hero has appointed a new leadership team, with Andrew Hall stepping down as MD and Amanda Lambe taking over the reins, in partnership with new ECD Jabulani Sigege.



Andrew Hall, while stepping down as managing director, will remain involved with the agency. Lambe steps into his shoes, having first joined Hero in 2016 as head of social, then becoming client service director, though her relationship with the agency extends as far back as 2009, when she was a client of theirs.

Lambe started her career in marketing almost two decades ago and will work closely with Jabulani Sigege who joined Hero six months ago as executive creative director. Trained as a copywriter at the Red & Yellow School, he has over the past 13 years worked at King James, 140 BBDO and M&C Saatchi Abel.

MD-ECD leadership partnership

This partnership between the managing director and executive creative director underscores the creativity with which they plan to lead the agency. This approach has already yielded results, with new clients coming on board.

“Our purpose is to work together as a team to inspire our units to create solutions that embrace every aspect of modern advertising,” said Lambe.

Established in 1995, Hero strives to create real work that makes a real difference, both to their clients and their customers.



What makes Hero agency super

Leigh Andrews 9 Apr 2015



“We do this by doing more than just coming up with ideas. We provide solutions based on insights that go beyond the surface, influenced by diverse points of view. This is how they become relevant and truly resonate with people,” said Sigege.

Hero is a full-service agency offering a comprehensive suite of services. It is an independently owned, wholly South African agency that has forged a strong relationship with its empowerment partner, Gamiro, over the last four years. This leadership change marks the next step in the agency’s evolution.

For more, visit: <https://www.bizcommunity.com>