

## Strategic appointment at Momentum McCann

Momentum McCann South Africa has appointed Sandile Phumlani Mkhasibe as joint executive creative director of its sponsorship, event, promotional and retail marketing network, it announced earlier this week.

Launched in South Africa in January 2007, under the McCann Worldgroup umbrella, Momentum McCann has endeavoured to use the agency's global expertise to provide clients with a strategic and differentiating global offering.

Fondly known in the industry as 'The Sandman', Mkhasibe is no stranger to the McCann Worldgroup family and brings to Momentum McCann a wealth of creative experience. After working as a copywriter for top agencies such as Ogilvy and Saatchi & Saatchi, he joined McCann Worldgroup as creative director in 2006. In 2007, he joined MTV Networks Africa as PR and marketing manager. Now, in 2008, he returns to McCann.

"I'm very excited to be joining Momentum at this time. The company is growing from a point-of-sale-driven organisation to something bigger and more daring. We're venturing into brand activation, sports sponsorship and entertainment marketing, all of which I am a fervent enthusiast of. What I value most importantly about Momentum is that the company appreciates 'out-there' thinking. I get to be part of a new movement, right from its inception. It's a challenge, and I look forward to the rollercoaster ride!" said Mkhasibe.

Wayne Parry, MD Momentum McCann South Africa, added, "We are proud to officially welcome Sandile as a key member of the Momentum McCann team. Sandile will, without doubt, bring to the agency and the team much experience, motivation and energy! There is no better time to be a part of Momentum McCann. This is a dynamic period for the agency. Having Sandile as part of the team will only further add to the great stride that we are making."