

Draftfcb SA CEO off to Australia

Neil van der Weele, group chief executive and executive chairman of Draftfcb South Africa, is stepping down at the end of October 2008 and relocating to Melbourne, Australia, where he will join Draftfcb Worldwide's international management team in the view of strengthening its global capabilities.



Bylssa Sikiti da Silva 15 Oct 2008

“I am stepping down as a group chief executive of Draftfcb SA on 1 November and moving to Australia,” van der Weele emotionally told the media yesterday, Tuesday, 14 October 2008, at the company's headquarters in Sandton, Johannesburg.

He will take up a post of regional president in charge of the digital and transformation for the Asia-Pacific, and will assume the responsibility of establishing and driving a digital and interactive capability for Draftfcb across 12 countries in the Asia-Pacific region, including Japan, New Zealand, and Thailand.

“I have taken up this job because I thought I needed a new challenge and I am proud to leave behind a group which is in a fantastic shape and going from strength to strength,” van der Weele, who has been running Draftfcb SA for the past eight years, added.

John Dixon, current MD of Draftfcb Joburg, is replacing van der Weele.

Furthermore, another Draftfcb SA big gun, creative director Ashley Bacon, has joined Draftfcb Worldwide to take up the post of regional creative director in charge of Asia-Pacific. But unlike van der Weele, Bacon will reside in SA to maintain the overall creative responsibility of the local group.

Several changes

These appointments have led to Draftfcb SA making several changes in the manner which the local operations will be run.

Current non-executive chairman Nkwenkwe Nkomo becomes executive chairman of the SA group. The Joburg operations will continue to be run in solo by Jerry Mpufane, who is due to announce plans for the Joburg agency's future structure at a later stage.

Nkomo said, “Neil has led our company with distinction and upheld the proud tradition and legacy founded on developing partnerships with our clients.

“We are sure that these qualities will see him succeed in his new challenge. We thank him for a sterling performance and reiterate that this well-deserved recognition is testimony to his leadership ability.”

Founded 82 years ago, Draftfcb is SA's oldest agency and its accounts include the Vodacom retail's business and Bidani's Lotto (Joburg agency). Other accounts include Johnson & Johnson's several brands V&A Waterfront and Van Schaik bookstores (Draftfcb Cape Town).

The Durban agency is credited with winning the Decorland and Transnet pipelines.

For more information, go to www.draftcb.co.za.

ABOUT ISSA SIKITI DA SILVA

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.
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