

# Sauce Advertising Welcomes Liat Madinane as Chief Integration Officer

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Sauce Advertising is thrilled to announce the appointment of Liat Madinane as our new Chief Integration Officer. With a forward-thinking mindset and a dynamic history of creative entrepreneurship, Liat steps into this role to steer the agency towards a future where integration and consistent customer experience are at the forefront of our strategy.

## Introducing Liat Madinane

Liat Madinane took her first steps into entrepreneurship immediately after university when she founded Sika Creative Agency at the age of 22. Her dedication to innovation and a passion for results led to rapid success, with the agency achieving profitability in its first year, servicing over 70 clients, and cultivating a talented team of five creatives.

Under her leadership, Sika Creative Agency soared to become a beacon of excellence, clinching the prestigious PRIMIS Best Upcoming Creative Agency award in 2022. Liat's expertise lies in the seamless orchestration of business development, strategic marketing, and team leadership, all rooted in her business savvy.



**“TURNING SAUCE INTO THE FIRST FULLY INTEGRATED TTL AGENCY”**

## Our Commitment to Empowering Future Advertising Professionals:

In line with our commitment to nurturing young talent, Sauce Advertising is an active participant in the YES (Youth Employment Service) Programme, a business-led collaboration aimed at combatting youth unemployment. This initiative underscores our dedication to offering young professionals the chance to hone their skills and gain valuable workplace

experience, significantly bolstering their long-term employment prospects.

## Diversity as Our Creative Catalyst

As we welcome Liat into the Sauce family, we not only embrace her entrepreneurial drive but also renew our commitment diversity. The varied experiences and backgrounds of our team members are the bedrock of our creative strength, providing unique perspectives that drive innovation and inspire ground-breaking ideas. The appointment of a young black woman in a pivotal management role also symbolises our dedication to empowering the next generation of advertising professionals.

Stay connected with Sauce Advertising as we embark on this exciting new chapter. Follow our journey and join the conversation on the future of advertising.



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- **Sauce Advertising celebrates AI** 24 Mar 2025
- **Albert de Andrade joins the Sauce Advertising team** 21 Feb 2025
- **Sauce Advertising is a creative agency driven by values** 20 Nov 2024
- **Sauce Advertising are creatives who care** 22 Jul 2024

### [Sauce Advertising](#)



Sauce Advertising, established in 1988, has evolved from a specialised below-the-line agency to a fully integrated through-the-line agency. At the core of our approach is integration: blending people, platforms, and technology to create connections between brands and communities.

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