

Ogilvy JHB to deliver modern marketing with Elouise Kelly as new MD

Ogilvy Johannesburg has announced the appointment of Elouise Kelly as new agency MD, with former deputy MD Tracey Edwards now chief delivery officer.



Elouise Kelly, new MD at Ogilvy Johannesburg.

With Alistair Mokoena settling into his new role as CEO in the wake of Abey Mokgwatsane late last year, Ogilvy Johannesburg has now appointed Elouise Kelly to fill Mokoena's former role as MD.

Kelly's marketing career, spanning the likes of TopTV, MTV Networks Africa, Jupiter Drawing Room and MTN Irancell has seen her revamp content and grow brands, as well as brand loyalty and awareness, while also leading effective teams and driving communications, branding and business strategy in the media space.

Ogilvy's next chapter: The modern marketer, delivering on client needs

Most recently head of marketing at SABC, where she led a 130-person team, she is set to take forward the streamlined 'One Ogilvy' ethos offering of 'Next Chapter', based on the modern marketing era's demands and realities.

Adding to this strategic focus of aligned, effective delivery on client needs, former deputy-MD Tracey Edwards, part of the Ogilvy family since 2001, is now chief delivery officer.

With her extensive experience across blue-chip clients, Edwards is set to drive Ogilvy worldwide's continued focus on operational and execution excellence through delivery.

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Tracey Edwards, now chief delivery officer at Ogilvy Johannesburg.



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9 Oct 2017



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