

New partner at Promise

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Katlego Moutlana has joined team Promise as chief strategy officer and partner in the business. The agency has been on an extensive search to find the right person for this role. James Moffatt, CEO at Promise, notes: "Apart from holding an impressive CV within the strategy field, the candidate had to be a good fit for our culture and how we aim to serve our clients, as well as our plans for the future. We were delighted to meet Kat and have her join our team with these requirements in mind. Kat hails from the Eastern Cape and comes from a family of academics, yet she herself is an AdWoman through and through. She finished her degree at the same tertiary school I did, the AAA School of Advertising in Cape Town, and has garnered an impressive resume of achievements in her career."



Katlego Moutlana

Katlego cut her teeth at TBWA/Hunt/Lascaris for several years on multiple business sectors and brands. Since 2015 she held the position of executive strategic director at Mortimer Harvey. In her early years, Katlego also worked on client-side as a brand manager for Virgin Mobile, as well as at a marketing consultancy.

To date, Katlego has variously been a senior or lead strategist on some heavyweight brands such as ABSA CIB, Vodacom, Old Mutual, Tiger Brands, GSK, Nissan, Appletiser, Liberty and Standard Bank. The industry has sought her expertise as a judge at the Apex and Effie Awards, and she is well known for crafting highly effective strategies that inspire wonderful creative business solutions.

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Promise is a fully integrated medium sized agency based in Jozi. The agency is 2021's Best Digital Agency (The Bookmark Awards), The One Show's number 1 creative agency in SA and a gold and silver winner at Cannes (2021).

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