

New marketing officer at Brand SA

The International Marketing Council of South Africa (Brand South Africa) has appointed Lynette Oelschig as chief marketing officer. Oelschig is a marketing communications specialist with over 20 years of post graduation experience extending from public relations and advertising agencies to corporate senior management positions in South Africa, Kenya, Uganda, Tanzania, Nigeria and Europe.

She has a wealth of experience in the broadcasting and telecommunications sectors, serving on the boards of Econet Wireless Lesotho and MultiChoice Kenya and lecturing at Vega School of Brand Management and AAA School of Advertising.

Oelschig recently developed and implemented South African Parliament's 'Image and Positioning Project', which included a comprehensive positioning strategy, new emblem and identity management guide, media relations, public participation and an internal culture programme to align behaviour to values. She further developed an interactive online strategy for SARS.

She pioneered the launch of K-TV, M-Net's first regional office in Africa and the launch of Econet's cellular brands in Nigeria. She has developed brand alignment programmes for MNET, MWeb Africa, Cell C, Discovery Health, Holcim Cement, Business Connexion and the South African Venture Capital Association.

She is a member of the Marketing Association of South Africa and the Woman's Business Forum (Johannesburg) and has a BA Communications (Hons), as well as IMM Diploma.

"Oelschig has incredible passion for our country and a proven track record in marketing, communications and global brand management. She brings dynamic drive and creativity to our team," says Brand South Africa CEO, Miller Matola.

"Our people, skilled marketers and communicators, hold the key to the successful conceptualisation and implementation of nation brand building campaigns. It is our vision for South Africa to be acknowledged as a Top 20 Nation Brand and a Top 30 nation in the Global Competitive Index (WEF) by 2020 and to make a contribution towards sustainable economic growth by encouraging local and foreign investment, trade and tourism through the promotion of 'Brand South Africa'," concludes Matola.