

Leadership changes at Audi South Africa

Audi South Africa has announced changes within its local management team as part of a broader leadership restructure at Volkswagen Group South Africa.

Asif Hoosen who has been managing the Marketing, Product and Public Relations portfolio for the past three years, will now head up the Audi Sales, Operations and Volume Planning team.

Hoosen has been part of Volkswagen Group South Africa since 2004 and has built up the majority of his 16-year tenure with the company within the realm of sales and retail, having previously been in charge of this function for both the Volkswagen Passenger Vehicles and Audi brands. This year, he returns to his forte, in an effort to support the Audi brand's retail efforts of growing its premium market share in South Africa.



Asif Hoosen and Tarryn Knight

He will be succeeded by Tarryn Knight who joins the Audi brand after five years of looking after marketing and product for Volkswagen Commercial Vehicles. Prior to this, Knight has held various roles in brand management and marketing research as part of her almost 14-year-old career with Volkswagen Group South Africa. Knight brings in a diverse skill set to oversee the areas of advertising, PR, digital marketing, events, product and price planning, all of which will form part of her new portfolio.

Hoosen and Knight's appointments came into effect on 1 January 2020.

"It's an incredibly exciting year for the Audi brand in 2020. With the youngest product portfolio on the horizon, Audi's new model onslaught is stronger than it has ever been before. It is therefore imperative that our leadership team has the sufficient experience and passion to carry us through this new era. I am happy to have both Asif and Tarryn leading the respective sales, product and marketing portfolios for Audi and I wish them well in their new roles," said Trevor Hill, head of Audi South Africa.

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