

# Sipho Mabusela the new CEO of Shongololo

Following recent reorganisation within Shongololo Brand Builders Holdings, Sipho Mabusela, former CEO of Marketing at Metropolitan Life, has joined as Chief Executive of the medium sized communications agency.

Mabusela has taken a 35% stake in the agency, raising Shongololo's black ownership to 53%.

"This appointment is the next step in Shongololo's ongoing evolution as a full service communications agency and a fully fledged BEE company. Sipho Mabusela brings a wealth of corporate and marketing experience to the company and we are thrilled that he has chosen to join us," said Executive Managing Director of Shongololo, Frances Sayed-Abdou.

Mabusela currently serves as an Executive Member of the Black Business Executive Cycle and a member of the Black Business Council.

Prior to joining Shongololo Brand Builders Holdings Sipho Mabusela sat on the boards of New Africa Capital and Metropolitan Botswana. He is former CEO of Group Marketing at Metropolitan Life, a position he took after several years at Metropolitan as General Manager: Life Broker Services.

He has wealth of experience in corporate and commercial banking services following various positions held at ABSA Bank (General Manager in Commercial Banking, General Manager in the Corporate Bank looking after Public Sector Finance) and Nedbank / Perm (HR Manager).

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