

Africa at Alcatel One Touch appoints senior area marketing manager

Kath Smith has been appointed as senior area marketing manager - Africa at Alcatel One Touch. Having specialised in a host of marketing fields in both the IT and Telecommunications industries. With vast experience on all levels in public relations, above and below-the-line advertising, product management, communications, event management, sales incentives and developing and implementing marketing plans and strategies Kath will be a key player in the next growth step of the Alcatel one touch brand across the African Continent.

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