

Townsend to oversee Wunderman's SA operations

After consulting with the global digital agency, Wunderman for six months, Haydn Townsend has been appointed as its group chief executive in South Africa. Townsend is to supervise all of Wunderman's operations in the country including Wunderman-owned companies like Aqua, Applogix, Base Two and Cerebra.

Townsend obtained a bachelor's degree in psychology along with a chartered marketer qualification from the Graduate School of Marketing and a postgraduate diploma in advertising from AAA School of Advertising. Townsend has more than 20 years of experience in marketing communications having worked at agencies like Ogilvy Johannesburg, The Jupiter Drawing Room and Trinergy Brand Connectors and he even launched his own agency, Pangea Ultima.

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