

# Wunderman SSA appoints Kagiso Musi

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Wunderman Sub-Saharan Africa (SSA) welcomes Kagiso Musi as the digital agency's chief client officer (CCO) and managing director (MD) of Fluid, the WPP agency established to service the Telkom account.



An astute marketing and communications executive with over 16 years of operational and management experience in various influential leadership roles, Musi boasts a remarkable business acumen, befitting her new dual position.

Musi tells us: "Today's business world is changing daily, and in South Africa, the role of senior females has become even more paramount."

Her versatile specialist pedigree and expertise includes, but is not limited to, PR and communications, advertising and marketing management, strategic planning, financial management, research and client relationship management.

An AAA School of Advertising and Wits Business School graduate, Musi has invested much into her personal and professional development, continually supplementing her studies with courses in negotiations, strategic sponsorships, human resources and economics. Furthermore, Musi is due to complete her Master of Business Administration (MBA) by March 2018, which focuses on how technological innovative solutions, primarily through mobile platforms, can be used to propel the continent into a faster growth trajectory.

Haydn Townsend, Wunderman SSA Group CEO is proud to have Musi on board and is excited by where the growing digital agency is heading. He says: "Kagiso has a remarkable ability to think laterally and has built up a reputation as a decisive and self-motivated individual.

"Her interactive and motivational management style fits our agency culture very well, and her pragmatic approach to problem solving is complementary to our leadership team's construct."

With a key focus to effectively lead and manage business in the creative communications field, Musi has been involved in many organisations that have served as a greater purpose and development of her various passions. These include being a member of the MAC Transformation Charter, a former board member of the Association for Communication and Advertising and a trustee on the board of Young Entrepreneurs South Africa.

"I aim to foster young talent in all of my roles," Musi explains.

Companies that have contributed to Musi's career experience include Brand Union, The Jupiter Drawing Room, Publicis, TBWA Hunt Lascaris and Viwe Communications.

With her infectious personality, ambition and professionalism, Musi seeks to fully utilise her diverse range of senior leadership skills and expertise as a change agent, promising to make a positive impact at Wunderman SSA.

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