

## South African Tourism expands its executive team

South African Tourism (SA Tourism) has appointed Talib Sadik as chief financial officer and Siya Mthethwa as chief strategy officer.

Sadik, a seasoned chartered accountant with over 30 years of experience, brings extensive financial expertise to his new role. He has a proven track record of making significant contributions to organisations in both the public and private sectors.

Mthethwa, with 20+ years of experience across consulting, financial services, public sector, and tech startups, will play a vital role in positioning SA Tourism as an industry leader. He will oversee research, insights, analytics, and innovation initiatives crucial for this endeavour.

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