

New MD for Enterprise IG Johannesburg

David Blyth has been appointed MD of Enterprise IG Johannesburg. Blyth will take over the reins from Anthony Swart, who has juggled dual responsibilities as CEO and MD for the past few months. Swart will continue his role as CEO for the Africa Middle East region.

Blyth, who has already made an enormous impact within enterprise IG as head of Strategy for the Africa Middle East region, has stepped into the role with immediate effect.

"Enterprise IG has unmatched pedigree in the South African branding and design industry, which makes my role that much more challenging," says Blyth. "The industry landscape has changed considerably over the years and is certainly more competitive and disparate. We are also experiencing significant changes in client needs and buying behaviour. A large portion of my new role as MD will involve gearing the company not to deliver in future growth imperatives."

With almost 15 years of brand strategy and marketing experience under his belt, Blyth's career has seen him work with great brands such as ABSA, British American Tobacco, Mars, Mazda, Microsoft, Procter & Gamble and Glaxo SmithKline. He has held senior strategic and account planning positions within agency groups like TBWA and Grey Worldwide. Blyth also spent time working in the ICT industry sector, employed in marketing and managing director positions. More recently he spent two years contracting to De Beers to lead the development and launch of a UK pilot for a global marketing project.

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