

## Grey Africa appoints new WPP Liquid MD

Grey Africa has appointed Dallas Glover as the new managing director of WPP's agency for Distell, Liquid, replacing Mike Middleton who will focus on his future studies thesis. Glover's most recent role was at McCann Worldgroup where he was responsible for leading the company's strategic offering across sub-Saharan Africa. He was also a managing director for Grey South Africa before establishing his strategic consultancy, The Strategy Department.

"We are thrilled and honoured that Dallas will be returning to Grey to head up the Liquid team. He is exceptionally talented and his management and strategic experience in the alcohol industry will bring enormous value to our client, Distell, as he helps them realise their ambition for global and African expansion," Grey Africa/Liquid CEO Paul Jackson said.

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