

Bridget von Holdt bids farewell to GHCM

Bridget von Holdt has handed over the reins of Glasshouse Communication Management after being at the helm of the PR consultancy for four years. She will be pursuing new ventures in the industry.



GHCM was created following a merger between HMC Seswa Corporate Communications, a Mazole Holdings subsidiary, and Inzalo Communication in 2013.

During her tenure as executive director, the agency counted major corporates including 3M South Africa, National Housing Finance Corporation (NHFC), MIT, Lafarge and Masana Petroleum among its clients, with von Holdt greatly instrumental in the substantial expansion of the client base.

Von Holdt actively led various initiatives within and outside of GHCM as council member of the MAC Charter, a regional representative of ICCO and convenor of the PRISM Awards.

She took her role in her stride, placing the mentorship and development of young professionals from previously disadvantaged backgrounds high on her agenda, and recently celebrated her PRISA-backed appointment as Africa region president by the International Communications Consultancy Organisation (ICCO).

“My contribution to the public relations profession spans decades and the learning curves have been substantial, but the clients I have worked with over the years have made the experience a rewarding and worthwhile one.

“I leave Glasshouse in capable hands of Nkhensani Moyane who takes over as MD as I embark on a new personal and professional journey,” says von Holdt.

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