

ANEW Hotels & Resorts appoints new marketing, financial directors

ANEW Hotels & Resorts has appointed Alan Campbell as sales and marketing director and Evan Badenhorst as financial director. The new appointments are part of the group's aim to strengthen its position in the South African hospitality landscape.

Badenhorst has more than 25 years of experience as a chartered accountant, with eight years being in the hospitality industry. In his new role, Badenhorst will oversee the group from a risk, financial and reporting perspective, ensuring that all stakeholders receive accurate and timely information.

Meanwhile, Campbell joined Anew in 2017 as part of their outsourced marketing department and has previously worked with major such as Virgin Active, Planet Fitness, Telkom and SuperSport.

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