

From banking to brandy - Modise joins KWV

KWV has announced the appointment of Max Modise as its new brand director for spirits. In his new role, he will be responsible for the full spirits portfolio, dominated by KWV's 3, 5, 10 and 20 year-old brandies, which continue to gain market share in a declining category within the South African market.



Max Modise

He will focus on growing the spirits portfolio in current markets and gain market share in new local and international markets in these and brands such as Wild Africa Cream and Imoya.

Modise joins KWV from ubank (previously Teba Bank) where he was responsible for the repositioning and re-branding of the bank. Starting his career as a sales representative of group scheme insurance, he moved on to liquor sales at Stellenbosch Farmers Winery (SFW) now known as Distell, where he spent the larger part of his career. At SFW, he worked his way from retail sales to brand manager and later managed regional sales for the Western Cape.

He then took up the position as head of marketing at Capitec bank where he was involved in developing the brand, the service model and marketing strategy for the brand. He spent some time as national marketing manager at Transnet National Ports Authority before moving on to ubank.

"We are delighted to have him on board and look forward to his leadership in further growing the spirits portfolio. He has insights into retail sales, marketing and brand positioning and we are keen to have him apply this knowledge to our brands," said Thys Loubser, CEO of KWV.