

# Sales and marketing guru joins TLC Marketing - Africa

Issued by [TLC Worldwide Africa](#)

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TLC Marketing is excited to announce a new addition to their team, Lee-Anne Finlay who joins the agency as Sales Director. Her core focus will be leading and directing the sales team in line with the agency's strategic objectives.



Lee-Anne has extensive experience in the sales and marketing industry spanning over 11 years, having worked for industry specialists ZaPOP Media and Media 24. Lee-Anne commented, "I am honoured to be part of the TLC Marketing team and look forward to working alongside Preneshen to take the team to new heights."

Preneshen Munian, Managing Director commented on their latest hire "TLC Marketing is excited to welcome Lee-Anne to the team, as she brings a wealth of experience within the media and shopper marketing industry which will be a huge contribution to our sales growth in 2016."

TLC Marketing is the world's leading added-value agency. TLC has over 20 years' experience in delivering successful campaigns ranging from loyalty platforms to consumer incentives by using intelligence from 14 international offices as part of the TLC Marketing Worldwide Group.

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TLC Worldwide Africa is a global MarTech solution that rewards consumer behaviour with experiences. For 30 years, we've been connecting people with experiences that match their passions. The uniqueness of our business model is doing this for a fraction of the cost, making it commercially viable for brands to offer free experiences to their consumers as a reward for sales, engagement, and retention.

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