

# Ross Ventress named Boomtown Creative Director

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Ross Ventress has been named Creative Director of Boomtown, and will lead and oversee the creative output of the agency.

Award-winning creative Ventress has worked in a number of leading international agencies and brings with him cross-industry and international experience.

"Boomtown finds itself in an exciting place, and to now be part of its success, growth and plans for 2017 beyond is incredible," says Ventress. "Boomtown has been an agency the industry has been watching recently, and I cannot wait to elevate its creative output further and live its values."



Ross Ventress

Andrew MacKenzie, MD of Boomtown, adds, "Ross is a passionate creative and has a strong track record of producing effective work for clients. He understands the South Africa, African and global marketplace, and has a clear vision of how Boomtown can continue to live its mantra of creativity, possibility."

Boomtown noted that Ventress played a significant role in the creative leadership and account acquisition for his previous agency and has worked on leading brands such as Cell C, SA Tourism and Telkom.

MacKenzie adds that Ventress was "a good cultural fit" for the agency because of "his easy-going nature, determination and passion for his work."

Boomtown achieved a number of new business wins in the last quarter of 2016, and plans to further enhance its reputation as an agency that is building iconic South African brands.

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