

# 99c appoints new managing director for Johannesburg branch

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Masego Motsogi has been appointed as Managing Director of Ninety9cents' (99c) new Johannesburg agency, effective 1 February 2017.



Masego Motsogi

Motsogi, who holds a degree in Community & Health Psychology and a Higher Diploma in Integrated Marketing Communications, has a career in marketing that spans over 15 years. She has worked at Ogilvy & Mather, The Jupiter Drawing Room and South African Breweries, and was previously a Business Unit Director at FCB before joining 99c.

“From the moment I stepped inside 99c I felt the warmth of its people and culture, and I knew it would be a good fit for me,” says Motsogi.

She continues, “I am excited about the opportunity to expand the business in the Johannesburg market, and deliver on the agency’s ethos of producing great work that sells.”

Andrew Brand, Managing Director at 99, adds: “Opening an agency in Gauteng is something we’ve been planning for a while, but finding the right person to lead this journey has been crucial.

I knew from the moment I met Masego that I had found the person we’d been searching for.”

“We have complete confidence that Masego will be a driving force in growing significant business beyond Cape Town, and we are incredibly excited to welcome her into our growing 99c family,” concludes Brand.

99c Johannesburg will be open for business from 1 March.

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