BIZCOMMUNITY

Benni McCarthy signs with new team

Issued by Optimize Agency

19 Jul 2016

Former Footballer, analyst and football coach, Benni McCarthy has just signed a management deal with international sports marketing agency, **Optimize**.



Johannesburg-based agency CMO, Vivian Casaletti, said it was really exciting to work with a South African legend that has risen to stardom albeit from a tough beginning. “Benni truly embodies ‘footballing success’, he has achieved so much in his career and he’s only halfway. The market needs aspirational sportspeople to motivate and to inspire. Benni has proven to be one of the most popular sporting icons in our country and we look forward to working with Benni on his brand on the African continent.”

Benni has recently been endorsed and has shot a television commercial with a very well known international brand which is due to be flighted on the continent soon. He was also recently nominated as a recipient of the prestigious Prize of Honour Award from ‘La nuit de Football Africain’, the only South African recipient to date, joining the likes of Didier Drogba, Jay Jay Okocha, Roger Milla, Steven Keshi, Abedi Pele, Kalusha Bwalya, Emmanuel Adebayor, Yaya Toure, Michael Essien and former world footballer of the year, George Weah.

Benni McCarthy’s’ career spans over almost two decades and includes playing in some of the world's best leagues including, The Eredivise (Ajax), La Liga (Celta Vigo), The Primeira Liga under Jose Mourinho (Porto FC), the English Premiership (Blackburn Rovers & Westham United). He has 80 caps for his national team and still holds the record for the most number of goals scored for his National Team. He came back to South Africa and played for top Club Orlando Pirates from 2011 -2013, which marked the end of his sterling career. He recently obtained his UEFA A coaching licence and is in the process of achieving his PRO license. He was part of Celtics coaching team as well as until recently, assistant coach at Sint Truiden (Belgium Premier League).

Benni is currently working hard to obtain his UEFA Pro-License so that he can ply his trade as a coach anywhere in the world. He is very passionate about Africa as well as his country and his dream is to one day come back to South Africa and to continue to contribute to the success of local football.

“I am very happy to have partnered with Optimize agency, I know the work and the value of this dynamic team, they are football experts and have been in the industry for many years, if any agency can contribute to my career off the field of play, its definitely them,” states an enthusiastic Benni McCarthy.

After a successful stint as a pundit on SuperSport TV for the Euros 2016, he was the only analyst that predicted Portugal would win the tournament and his celebration for Portugal’s winning goal was a hit with both Portuguese and football fans around the world.

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