

Yegs Ramiah reaps Loeries 2016 Marketing Leadership and Innovation Award

Yegs Ramiah, chief executive of brand at Sanlam and Santam, was recognised for her role in rebranding iconic financial services brands Sanlam and Santam brand during the first awards evening of the Loeries 2016 on Saturday, 20 August.



Yegs Ramiah

Ramiah stated this recognition from the Loeries is a significant endorsement and acknowledgement of an outstanding team and a common alignment with creative partners at King James to do impactful work.

Alistair King, chief creative officer of King James South Africa commented that Ramiah's meteoric rise within Sanlam is remarkable based on her significant impact in an organisation often regarded as conservative through embracing brave, integrated marketing ideas.

“ Everyone's favourite client: Yegs Ramiah - next tequila is on you! 💎💎 [#Loeries2016](#)—

Snap: [laraobie17 \(@LaraObie17\)](#) [August 20, 2016](#) ”

Ramiah is an Attorney of the High Court of South Africa and director of several companies in the Sanlam Group as well as the Adopt a School Foundation.

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