

Neo Mashigo is the new CCO of M&C Saatchi Group SA

Shortly after being announced creative partner, Neo Mashigo, who joined M&C Saatchi Group SA a year ago, has been appointed CCO.



Neo Mashigo, CCO at M&C Saatchi Group SA.

Mashigo sees this as an opportunity to realise the agency's vision and ultimately deliver relevant and impactful work for its clients. "It's an exciting opportunity to help grow our vision of becoming one of the most respected creative companies on the African continent, and we will do that by delivering brave, interesting and, most importantly, locally relevant work.

"The unique model across the Group, working alongside senior partners and the entrepreneurial mindset that comes with that, is truly liberating and a powerful opportunity to deliver impactful work for our clients."

Jerry Mpufane, chairman of the M&C Saatchi JHB Group of Companies comments: "Having Neo help the Group unlock our purpose of creating beautifully simple solutions for an increasingly complex world is incredibly exciting. His energy is infectious, and his passion for locally resonant work inspiring."



#OneShow2018: Neo Mashigo's judging pick of the day

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"We've always focused on building a culture across the Group that is brave, optimistic and importantly, caring. Neo's appointment will not only further bolster our creative solutions, but importantly also contribute to our culture in which a diversity of people and ideas thrive," adds Mike Abel, founding partner and group CE.