

Sharon Keith: new Heineken South Africa marketing director

Sharon Keith has been appointed marketing director for Heineken South Africa, effect 15 January. Her portfolio will include the brewer's broad array of well-loved brands including Heineken, Windhoek, Amstel, Strongbow and Soweto Gold.



Image supplied. Sharon Keith, Heineken's new marketing director

Jordi Borrut, managing director of Heineken South Africa, welcomed the appointment.

"We are excited to have Sharon join the Heineken South Africa team, as she has a great deal of pertinent experience and many successes in previous roles.

"She has assumed senior responsibilities across sub-Saharan Africa and as well as in her global roles in the USA and Ireland.

"During her time with Brandhouse Beverages, she had also had the opportunity to work with Heineken directly for three years, so she has some familiarity with our brands and business," says Borrut.

Global experience

A seasoned marketer, Keith has more than 30 years of global experience in the FMCG and B2B industries.

She has held senior marketing leadership roles at The Coca-Cola Company (marketing director for Southern and East Africa), Diageo (global brand director for Bailey's) Brandhouse Beverages (marketing director), Unilever, and most recently at Standard Bank as head of brand / marketing for its Corporate and Investment division.

She is passionate about ensuring representation at a senior level and within marketing roles, and has worked with a broad array of creative agencies on well-loved brand campaigns in the past.

Keith holds an MBA from the Graduate School of Business at the University of Cape Town as well as a BComm degree from the University of KwaZulu Natal with majors in economics, business administration and psychology.

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