

Pernod Ricard South Africa appoints John Beale

John Beale is Pernod Ricard South Africa's new head of communications. In his current role, Beale oversees paid media, digital marketing, social media community and content as well as public relations for all brands and Pernod Ricard Corporate.

He began his journey at Pernod Ricard in 2017 as media manager responsible for media relations across all the South Africa brands. He has extensive experience within the marketing and media industry having begun his career as a media planner at MEC.

He went on to become the head of strategy at Cerebra Communications and managing director for MECNotaBene in Cape Town, before founding his own consultancy, Eight Thinking, which he successfully ran for a year.

He holds a BCom marketing degree from the University of Stellenbosch.

For more, visit: <https://www.bizcommunity.com>