

# Lebogang Gaoaketse is WesBank's new head of marketing and communication

WesBank has appointed Lebogang Gaoaketse as head of marketing and communication for its Motor division. Gaoaketse, who joined WesBank 11 years ago as part of the learning and development recruitment team, previously held the manager for communication, social media, public relations and consumer education position at the company. Prior to that, he was the call centre operations manager, and customer experience manager and campaigns specialist.

Throughout his career at Wesbank, Gaoaketse contributed immensely to the successful implementation of various projects, making him have an excellent understanding of how the bank works. He also holds a BCom degree and an MBA obtained at the Regent Business School in 2018.

"This move will see Gaoaketse focusing his efforts on helping to grow the reputation of the bank by leveraging his years of experience within the organisation. We have full confidence in his abilities to make a substantial impact and are extremely grateful for his continuous commitment and enthusiasm," said WesBank Motor chief executive, Ghana Msibi.

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