

Grey Africa appoints new Senior Traffic Manager and Strategist

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Grey Africa recently welcomed two new advertising experts to their family - Samantha Di Terlizzi as the Senior Traffic Manager and Dineo Bodibe as a Strategist.

Samantha Diterlizzi

In her new position, Di Terlizzi will lead traffic management across both Team Liquid and Grey Africa, as well as traffic key accounts. "I have been admiring Grey from a distance for a few years now, and have been impressed by the agency's growth and inspiring leadership. I'm excited to join the team. I believe that my focus on excellence in traffic, scheduling, efficient use of resources and delivering on time while still maintaining the quality of output, will make an excellent addition to this agency," says Samantha Di Terlizzi.

Di Terlizzi has 18 years' experience in the advertising industry, having most recently worked at FCB Africa on numerous South African brands, including Toyota, Coke, Sasol, South African Tourism, Wimpy and Tiger Brands.

"Having worked in both client service and traffic, I've combined my skills from the business learnings and the operational front and together with being a certified scrum master. I hope to utilise these skills to streamline processes and enhance collaboration and communication at Grey," says Di Terlizzi.

"I'm very happy indeed that Samantha has joined us. I believe her years of experience will strengthen the current team that we have. Her short time here has already wielded great changes in our department and I look forward to the learnings that she will continue to share with us," says Marilyn Houston, Operations Director at Grey.

Dineo Bodibe

Dineo Bodibe is another new member of the team at Grey Africa, having joined as a Strategist in August. She has 13 years' experience in market research and brand consulting and has worked on financial services, tech, telco, aviation, beverages and food and retail brands over the course of her career. Prior to joining Grey, Bodibe was a Strategist at Yellowwood.

Bodibe is excited to be part of Grey's strategy department: "I am feeling very happy in my new role and am enjoying working closely with the creatives. I strongly believe that strategy adds great value to campaigns, but shouldn't have to be as complicated as some agencies make it seem," she says. In her previous role at Digify Africa, formerly known as Livity, Bodibe worked closely with youth markets and the Red Bull Amaphiko Academy. She has also worked at KLA, where she spent five years developing her qualitative research skills.

Commenting on Bodibe's appointment, Stuart Walsh, Chief Strategy Officer at Grey Advertising Africa, says: "We are excited to have Dineo in our department as she brings a strong background in research methods and insights. I also believe that her training in politics will serve us well, as it brings something different to our department."

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