

Graham Pfuhl to join Adtherapy

[Graham Pfuhl](#) joins [Adtherapy](#) on 1 April 2012. Formerly the marketing and sales director at MultiChoice for the last 10 years, he will further the company's strategic business consulting in and around advertising issues.



Graham Pfuhl

[Gillian Rightford](#) founded the consultancy in 2007 to focus on improving creative output through improved relationships between clients and their agencies, by enhancing skills on both sides. Since then it is said to have grown into a consultancy offering a variety of skills to the advertising and marketing communities. Its latest client is the Institute of Marketing Management (IMM).

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