

## Miroslav Riha appointed country manager of Lego Group South Africa

The Lego Group has appointed Miroslav Riha as its new country manager for South Africa and sub-Saharan Africa. Riha brings 10 years of experience with the brand to the local office.

Riha joins the South African team from his role as head of sales - e-commerce and toy specialist in Prague, his hometown. He holds a master's degree from the Czech University of Life Sciences.

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