

FMI appoints Zanele Ntulini as its new CMO

Life insurer, FMI, has appointed Zanele Ntulini as its new chief marketing officer. Ntulini has 19 years of experience in building strong brands and developing and implementing marketing strategies having held various roles in the marketing departments of Liberty, Old Mutual, Discovery Health and Hollard.

Ntulini has agency and consulting experience having co-owned a through-the-line advertising and design agency, Collective ID, and serving as its managing director. She also brings in a strong entrepreneurial flair to FMI at a time when the insurer is poised for making a splash in the life insurance space.

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