

KFC South Africa appoints new chief marketing officer

KFC is delighted to announce the appointment of Mike Middleton who joined the KFC Africa team as chief marketing officer (CMO) in January 2015.

Mike began his marketing career at Unilever in 1996, then moved to SABMiller in 2004 where he was marketing manager for the Castle brands. Since then he has filled many roles in the marketing industry including marketing director at Cadbury and group marketing director of the Kraft Foods South Africa organisation where he led the marketing function for all categories including chocolate, gum, candy, coffee, biscuits, baking powder, and cheese. By the time he left South Africa to pursue his European role, the South African business was in the top five most awarded companies at the annual Loerie awards.

For more, visit: <https://www.bizcommunity.com>