

# New board members for Brand Council South Africa

The Brand Council South Africa (BCSA) elected a new chairperson and Board at the end of 2015. Leigh-Anne Acquisto was voted in as chairperson and Sbu Manqele as vice chairperson. Ivan Mrooke, former chairperson, will stay on as a board member.



Leigh-Anne Acquisto

Acquisto is a brand behaviour specialist who has spent the last 15 years developing brands within some of the biggest organisations across the continent. During this time she has been awarded a number of awards for communication effectiveness, most memorably for the world renowned Trillion Dollar Campaign, which was given the accolade of the most awarded campaign in the history of Cannes. She is currently the founder and director of Liquorish Ink, a strategic communications consultancy that specialises in building focuses on building sustainable brands that meet the needs of the present, without compromising the ability of future generations to meet their own needs.

Acquisto said she intends to solidify the role that the BCSA plays within the broader branding community. She also plans to raise the profile of brand marketing and communications as a strategic business discipline that can effectively assist in achieving business growth.

The first step for the council in 2016 will be to address the issue of membership. The BCSA aims to build a membership base representing all fields of marketing and branding and in doing so urges all industry stakeholders to consider their role and engage with the BCSA.

## Board members

- Adam Byars (md, Grid Worldwide)
- Andisa Ntusbane (head of marketing strategy and planning, Old Mutual Emerging Markets)
- Anli Grobler (academic navigator, Vega School of Brand Leadership)
- Bianca de Beer (marketing manager, Dial Direct Telesure)
- Danie Botha (client solutions manager, Columinate)
- David Wingfield (head of marketing, Barclays Africa Group)
- Dita Kreschel (founder/CEO, Direct Action)
- Ivan Mrooke (CEO, Co Currency)
- Kamogelo Sesing (partner, Accomplice Creative)
- Neo Makhele (group strategy director, Ogilvy & Mather South Africa)
- Nokuthula Radebe (marketing manager, Yellowwood Future Architects)
- Paul Kirsten (FD, HKLM)
- Sbu Manqele (executive director, The Switch Design Company SA)
- Shaun Botes (executive creative director, Xfacta Consulting Services)

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