

# Havas Worldwide Johannesburg appoints Lyn Wilson as chief strategy officer

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Havas Worldwide Johannesburg is proud to announce the appointment of Lyn Wilson as chief strategy officer at Havas Worldwide JHB.



With over 23 years of through-the-line marketing communications strategic and management experience (both on agency and client side), Lyn has conceptualised, developed and implemented strategies for several of Interbrand's "Best Global Brands", including Coca-Cola, Toyota, HP, Mercedes-Benz, Intel, Samsung, Cisco and McDonald's.

Says Wilson, "Havas Worldwide JHB presented the opportunity to work on a number of high-profile brands, with a clear focus to provide a strategic perspective on a fully integrated service offering. In addition, the value that Havas places on research, trends, insights and strategy is what really appealed to me as a strategist."

"Lyn's expertise as an exceptional through-the-line communications and marketing services, classic brand and advertising strategist, with an added specialisation in CRM, Digital and eCRM made her a perfect fit for Havas Worldwide JHB," says Lynn Madeley, CEO, Havas Southern Africa.

Further, Lyn has provided her skills to a number of pro-bono clients, including the Johannesburg Child Welfare, World Vision, HeartBeat, TAC (Treatment Action Campaign), and The Magdalene Project.

"The Havas culture is centered on the positioning of who cares wins. Lyn's eagerness to offer her skills set to organisations that deal with humanitarian issues clearly complements the Havas way of working. We are very happy to have her as part of our family, and on the leadership team," concludes Madeley.

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