

# New leader appointed to spearhead growth for Connect Joe Public

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Joe Public United is excited to announce the appointment of Dani Morley as Managing Director of Connect Joe Public, the Group's digital specialist company. Dani joins Dylan Mclean, Connect Joe Public's Executive Creative Director, as the leadership duo of the digital agency.

Dani brings 15 years' experience in both traditional and digital innovation agencies, having spent the better part of the last decade with NXT\Digital Innovation and TBWA Digital Arts Network respectively. Her experience includes delivering commercial and new business development, portfolio and brand growth and strategic client service value to clients such as Tiger Brands, Famous Brands, Sasol, Ericsson, Unisa, Airports Company South Africa and Appletiser to name a few.



*Dani Morley*

Connect Joe Public delivers a full-service digital offering and brand motion through purpose-driven experiences, content and innovation. The company's purpose is to grow their clients' brands through bold digital expressions that connect with audiences in a meaningful way.

Dani's key focus will be on creating, developing and cultivating a unique brand of customer intimacy and strategic intervention with Connect Joe Public's clients.

"We're excited to see how we can exponentially grow our clients across the digital landscape," said Dani Morley, Managing Director, Connect Joe Public.

Since its establishment at the beginning of February this year, Connect Joe Public is already servicing clients such as McCain, Jet and PNET, offering integrated solutions across all clients and brands at Joe Public United.

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