

Carmen Mohapi Appointed Marketing Director of HEINEKEN South Africa

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HEINEKEN South Africa is pleased to announce the appointment of Carmen Mohapi as Marketing Director across all eight brands produced by the beer and cider company.

Mohapi, who has over 20 years' experience in the marketing discipline, will oversee the marketing of HEINEKEN South Africa's global and local brand portfolio, which includes Heineken®, Sol, Windhoek, Miller Genuine Draft, Amstel, Strongbow, Soweto Gold, and Tafel.

Amongst other qualifications, Carmen holds a B.Com degree specialising in Marketing & IT from the University of Western Sydney, Australia and has completed management programmes at the University of Cape Town and GIBS.

Managing Director of HEINEKEN South Africa, Ruud van den Eijnden says; "We are excited to welcome Carmen to the company. We look forward to her contribution in furthering growth of our South African business through her marketing capabilities, cross-functional mind-set and deep knowledge of the local beer market."

Carmen officially joined on August 1, 2018 from Unilever, where she held the position of Skin Care Lead for Africa. Prior to that role, she spent 10 years at SAB where she held various marketing positions.

About HEINEKEN South Africa:

HEINEKEN South Africa is a key player in the beer and cider industry in the country, with an impressive portfolio of brands, including Heineken®, Sol, Windhoek, Miller Genuine Draft, Amstel, Strongbow, Soweto Gold, and Tafel. HEINEKEN South Africa is a joint-venture between HEINEKEN N.V. and Namibia Breweries, employing around 1500 people directly and through its dedicated third-party service providers.

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Heineken South Africa



Heineken South Africa is an important player in the South African beer and cider market. We have an exciting portfolio of brands, spearheaded by our global flagship brand Heineken®.

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