

# Jerry Mpufane to take a bite out of the Big Apple

Issued by [M&C Saatchi Abel](#)

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The M&C Saatchi Group has announced that Jerry Mpufane, chairman of the diversified marketing agency's Johannesburg Group, is departing for New York. He will be taking up the position of Hub Head in the Americas for SA Tourism.



Mpufane shared: "It is a privilege to get the opportunity to fly the South African flag, and to join the efforts of positioning our country as a fantastic holiday destination for the people of the Americas. I believe that the past few years in advertising agency executive management have prepared me for this very important role. I am eternally grateful for an experience filled with great success at M&C Saatchi Abel, an agency that is led by some of the best talent in our country, who work on some of the most sought-after client brands."

At the M&C Saatchi Group, he leaves behind a powerful and cohesive Johannesburg leadership team of immense depth and breadth, ably spearheaded by the Group's Chief Creative Officer, Neo Mashigo, and supported by senior partners like Makosha Maja-Rasethaba, Head of Strategy, and Adam Weber, Executive Creative Director. The Group's national Partner Model also means that co-founders and senior executives work weekly across the Cape Town and Johannesburg agencies to ensure sustained growth and the continual creation of compelling advertising and marketing solutions underpinned by the agency's founding principle of Brutal Simplicity of Thought.

Mike Abel, Co-Founder and Chief Executive of the M&C Saatchi Group (Africa), said: "Jerry has made an enormous contribution to growing our Group in Johannesburg over the past five years. He has seen in the arrival of many wonderful partner businesses, amazing clients and has attracted lots of incredible talent. He leaves our company stronger and broader and I want to thank him for his enormous contribution."

For more information, visit [www.mcsaatchiabel.co.za](http://www.mcsaatchiabel.co.za).

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It is at the heart of everything we do. From creative thinking to creative work. From how we are structured to the systems we use. Brutal Simplicity runs through the culture of every single one of our offices, all around the world.

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