

# Wunderman Thompson SA appoints consulting director, Kayembe Ilunga

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Kayembe Ilunga joins Wunderman Thompson SA's (WTSA) Consulting Centre of Excellence this month as a consulting director following a career in FMCG and financial services.



Equipped with qualifications in management (WITS Business School: Management Advancement Programme) and agile leadership (Namibia University of Science and Technology), and working towards completing his masters in digital business (WITS Business School), Ilunga looks forward to sharing his knowledge within his business unit. What's more, his experience in data and analytics, digital transformation, CX strategy and digital product innovation reinforces the value Ilunga brings to the team.

He harnessed these skills working as the lead who rolled out Old Mutual's new public digital distribution and engagement channels across SADC and paved the way for the digital operations capability comprising digital adoption, service availability, and digital fraud risk. He led the strategy to take Old Mutual's fraud risk capability from reactive to proactive with a digital and data analytics lens. Back in 2016, he developed, communicated and implemented the one app strategy app-worthiness framework and a year earlier, he led the mobile team that developed the Telkom freemium insurance capability.

As a self-confessed people person, Ilunga aims to demonstrate his love for leading, growing and engaging with people. He believes that this trait, combined with his self-awareness, are the foundation of his leadership style. He shared, "Having been a refugee twice, growing up in a house with eight kids and having to immigrate twice for work, I've built up tenacity that has helped me push through bad times in life. It naturally flows into my work and has helped me grow and better understand people and help identify their strengths in the workplace. I believe one should inspire people; don't show them your superpowers, show them theirs!"

Tshego Tshukutswane, WTSA's chief strategy officer, commented: "From our conversations during the interview process, it was clear that we were aligned on our purpose. Ilunga understands how to contribute to making a positive impact, and he brings his all to the table. His experiences will feed into our future success, and we are delighted to have him on our team."

The agency's Consulting Centre of Excellence is driven to inspire growth by accelerating the transformation of brands and business with technology, design and data. Ilunga's career history lends itself to bolstering this service offering and promises to be an asset to both our team and clients.

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We are 20,000 strong in 90 markets around the world, and in South Africa we are one of the largest integrated marketing services agencies with over 600 professionals. Our people bring together creative storytelling, diverse perspectives, inclusive thinking, and highly specialised vertical capabilities, to drive growth for our clients. We offer deep expertise across the entire customer journey, including communications, commerce, consultancy, CRM, CX, data, production and technology.

Wunderman Thompson is a WPP agency (NYSE: WPP).

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