

Grey welcomes Chad Otto to the Grey Group as digital strategy lead

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Grey welcomes, with great pleasure, [Chad Otto](#) to the [Grey Group](#) as digital strategy lead.



He joins us from [Duke Group](#) where he was head of digital strategy.

Chad's career in digital started in digital media, which gave him a strong foundation for understanding metrics and platforms.

Having studied art direction, he made the decision to move into the creative team, where he became digital art director. His experience as a digital art director added another layer to his digital skill set which proved to be invaluable for his plunge into the world of strategy.

Chad constantly pushes to get digital a seat at the marketing table. He believes that "between our laptops and smartphones, we are spending most of our waking hours connected to the internet. So, I believe the opportunity to build impactful relationships through digital does exist - we just need to figure out how."

A few of the brands Chad has worked on include [PepsiCo](#), Jive, [Coronation Fund Managers](#), [Satrix Investments](#), [KFC South Africa](#) and [Food Lover's Market Holdings](#).

Welcome to the Grey wolf pack, Chad!

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