

Euro RSCG snaps up Gerhard Sagat to direct strategic planning

Issued by [Havas Johannesburg](#)

19 May 2010

EURO RSCG has appointed Gerhard Sagat as its strategic planning director. With over 15 years of experience in the marketing and advertising industries, and a strong background in CRM, Sagat is a valuable addition to the agency's carefully-selected talent pool.



Sagat's experience in marketing management spans several industry sectors, including retail, e-commerce, financial and entertainment. He joins Euro RSCG from corporate communications and strategy agency, TerraNova, where he was a director and marketing consultant. Prior to this, Sagat was the marketing manager of emerging brands at Famous Foods, and Peermont Global's marketing services manager before that.

He was also the marketing manager for electronic branding at ABSA, and part of the team that launched the ABSA brand as it is known today. Following the bank's restructuring, he was appointed marketing manager for ABSA's affluent market, responsible for launching the flagship Silver, Gold and Platinum packages.

Sagat has an MBA from Wits Business School and a diploma in marketing and sales management from the IMM Graduate School of Marketing. He has also lectured a course on relationship marketing run by the Executive Education unit of the UCT Graduate School of Business.

With his business experience, training and education, Sagat hopes to add real value to the strategies and creative ideas for Euro RSCG's clients, helping the agency to further its philosophy of Creative Business Ideas - delivering work that is effective through creativity.

"With my experience of being the client for many years and the business knowledge and acumen gained from my MBA, I want to provide innovative, strategic solutions for Euro RSCG's clients, beyond what most agencies normally deliver," he says. "I would like to take our clients from strength to strength in the market, impacting not only on the strength of their brands, but also on their bottom line."

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