

Joe Public's family continues to grow stronger

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Joe Public has made a number of creative and strategic appointments to ensure that the communications group continues to grow from strength to strength.



Adam Weber, who commenced his career almost two decades ago, has been appointed as Executive Creative Director. Adam spent nine years with TBWA Hunt\Lascaris, working as an Art Director before becoming Creative Director. He has won numerous awards, including a Loeries Grand Prix, several Cannes awards, Clio and One Shows and has been featured in D&AD for both art direction and illustration.



Roanna Williams joins the Joe Public team as Creative Director. She has worked at many of Johannesburg's top advertising agencies, run her own small design business and is the Creative Director of Migrate Magazine. Roanna has achieved many accolades, both locally and internationally, including D&AD, One Shows, Cannes Lions, Loeries and an Apex for most effective campaign and an Ad of the Year.



Tanya Pienaar has been appointed as Business Unit Director for the Jet and JetMart business. Having worked on Pick n Pay for nine years, Tanya is passionate about retail advertising and brings a broad understanding of retail marketing to the agency. She has a wealth of experience within an agency environment, having worked in various departments from art buying to traffic and client services.

"We believe in sustainable growth and constantly improving our offering. The addition of these high calibre individuals certainly delivers on this intention and we are very excited to welcome them to our team," says Group CEO, Gareth Leck.

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