

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

Issued by [Grey Africa](#)

13 Jan 2022

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](#), [Satrux Investments](#), [KFC South Africa](#) and [Food Lover's Market Holdings](#).

Welcome to the Grey wolf pack, Chad!

- **New creative chapter: Metropolitan teams up with Grey South Africa** 20 Feb 2024
- **Krispy Kreme MENA chooses Grey Dubai as their strategy and creative agency** 31 Jan 2024
- **Grey appoints Tlali Taoana as president of Grey South Africa** 4 Dec 2023
- **Burger King South Africa spreads smiles with 'The Small Pleasures' campaign** 14 Nov 2023
- **Burger King unveils exciting "Full-on SA Flavour" campaign for Peri-Peri Chicken range** 31 Oct 2023

[Grey Africa](#)



Grey is the advertising network of Grey Group. The Grey Group ranks among the largest global communications companies and its parent company is WPP (NASDAQ: WPPGY).

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>