

Nomaswazi Phumo appointed head of strategy for Leverage

Leverage Marketing Agency has appointed Nomaswazi Phumo as its head of strategy.



Image supplied. Leverage Marketing Agency has appointed Nomaswazi Phumo as its head of strategy

She brings with her a wealth of strategic insight and a proven track record of driving impactful campaigns for clients across sectors, including FMCG and financial services brands.

With over a decade in the industry, Phumo has built a reputation for delivering effective strategic solutions for some of South Africa's most iconic brands.

Among her notable achievements are her thought leadership contributions on *BusinessLive*, winning her first Effie award for Nando's *Mzansipoly*, and becoming a regular industry contributor on 702's *Heroes and Zeros* on *The Money Show* with Bruce Whitfield.

Levergy is a passion marketing agency, that specialises in sponsorship, activations, experiential, sports PR, entertainment PR, content creation and social media. It is part of the M&C Saatchi Group SA.

Struan Campbell, Founder and CEO of Levergy, expresses his enthusiasm for Phumo's appointment.

"Phumo's extensive experience and achievements in the creative industry align seamlessly with Levergy's mission to drive meaningful impact for our clients through creativity.

"As we continue to evolve and expand, her commitment to connecting brands to South Africans resonates with Levergy's core values. I am thrilled to welcome her to the Levergy team," he says.



Levergy – M&C Saatchi Sport & Entertainment: Hollard Sports Awards Agency of the Year for the 2nd consecutive year

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A recipe for success

Phumo joins the agency from Ogilvy South Africa, where she predominately worked on new business for the agency as well as the Mondelez account.

Her journey to becoming the head of strategy at Levergy is marked by consistency, determination, and hard work.

"Driving effectiveness for clients and being deliberate about thought leadership have been my recipe," she emphasises.

"I am motivated by Leverage's growth trajectory and the compelling proposition of passion marketing. I am eager to contribute to the agency's strategic direction.

"Acknowledging the industry's rapid evolution, I aim to leverage and cultivate diverse, rich insights for the agency and its clients to drive Leverage's two core beliefs: brutal simplicity of thought and diversity of thought," says Phumo.

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