

# Mellony Ramalho appointed Sales and Marketing Director of LexisNexis SA

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Legal technology company, LexisNexis South Africa, has announced the appointment of Mellony Ramalho to the position of Sales and Marketing Director.



Ramalho joined the business on 1 August 2020 and will be based in Johannesburg, where the company's head office is located.

LexisNexis South Africa CEO and Chairperson of the Board, Videsha Proothveerajh, said, "Mellony Ramalho brings to the LexisNexis South Africa business her dynamism, professionalism and innovative thinking that I am certain will ensure she is a true asset to the company."

She said Ramalho would be responsible for driving the firm's marketing and sales strategy in support of its overall vision of 'Enhancing the Potential of the African Continent by Advancing the Rule of Law'.

Ramalho has close to 30 years of experience and is a proven leader who has operated successfully at Board and Executive level, managing teams across South Africa and Africa, with her largest portfolio being just over 2,000 employees.

Her extensive experience includes steering core strategy, gearing businesses for improvement and revenue growth, and fulfilling her passion for future-focused strategies, sales, marketing, innovation and digital transformation. She believes that customer experience is central, and that business must cultivate a culture of governance, diversity, inclusion and employee satisfaction.

She said, "I am delighted to be joining LexisNexis at a time that the company is undergoing exciting changes under the visionary leadership of Videsha Proothveerajh and the executive committee. Change is the only thing that is constant, so we must embrace it, make a difference, and success will follow."

Ramalho holds a Master of Business Administration degree endorsed by the University of Oxford and a diploma and certificates from the IMM Graduate School for Marketing Management. She also completed the Management Advanced Programme at Wits Business School and an Industrial and Organisational Psychology programme through UNISA.

"Most importantly," said Proothveerajh, "Mellony is a fervent believer in developing and growing others with potential, giving back to the communities we live and work in and empowering the youth who are our future leaders, which makes her the perfect fit for our company as a socially conscious corporate citizen with the global purpose of advancing the Rule of Law."

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