

Refilwe Maluleke becomes TBWA Group's chief strategy officer

TBWA Group has promoted Refilwe Maluleke to chief strategy officer. Along with her new position, Maluleke will continue to serve as managing director at Yellowwood, a strategic marketing consultancy.

Maluleke earned an MBA from Cass Business School in London and was appointed managing director of Yellowwood in 2018. As managing director, Maluleke has transformed the agency from a legacy business to a forward-looking organisation capable of coping with change.

Appointing Maluleke is an important step forward for TBWA South Africa in its journey toward greater organisational cohesion and preserving the identity of its operating companies.

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