

Qingqile 'WingWing' Mdlulwa joins Wunderman Thompson SA as group CCO

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Qingqile Mdlulwa's appointment as group chief creative officer of Wunderman Thompson South Africa is a proud milestone for one of the country's largest marketing services agencies. This heavyweight recruitment serves as the marker of intent for the agency to firmly position creativity as a key driver of the business moving into a new decade.

Affectionately known as 'WingWing', Mdlulwa has garnered much respect from the industry throughout his career. Over the past 25 years, he's gained experience at FCB (Lindsay-Smithers FCB), Twist/AfricaExtraBold, Network BBDO, Leo Burnett and Ireland/Davenport. During this time, he's become synonymous with producing quintessential South African campaigns for brands as diverse as Vodacom, Standard Bank, Mercedes Benz, Nedbank, Toyota, Tiger Brands, Cell C, Chicken Licken, FNB, Avis, Europcar, Isuzu, SABC, Tracker and Ster-Kinekor.

Mdlulwa served on all the major South African advertising industry bodies; the most noteworthy was as chair of the Loerie Awards for three years and member of the Creative Circle Exco for a few years. He also served on the outdoor jury at the 2006 Cannes Lions Awards and, in 2014, he was appointed radio jury foreman of the 2014 D&AD Awards.

CEO of Wunderman Thompson SA, Miles Murphy, is pleased to have WingWing onboard. He said: "He's the best candidate we could wish to lead our creative team. He has a keen sense of humour, his personality is naturally warm and his patient disposition is ideal for helping to mentor and grow the agency's creative talent. We're expecting great things from him."



Qingqile Mdlulwa

Describing himself as a servant of creativity, Mdlulwa is excited about joining the multinational WPP agency to make a positive impact. He shared: "I look forward to supporting and nurturing the young talent in Wunderman Thompson SA while delivering on our ambitious creative agenda and remain committed to issues of transformation and inclusivity in the industry."

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At Wunderman Thompson, we exist to inspire growth for ambitious brands. Part creative agency, part consultancy and part technology company, our experts provide end-to-end capabilities at a global scale to deliver inspiration across the entire brand and customer experience.

We are 20,000 strong in 90 markets around the world and, in South Africa, we are one of the largest integrated marketing services agencies with over 600 professionals. Our people bring together creative storytelling, diverse perspectives, inclusive thinking and highly specialised vertical capabilities to drive growth for our clients. We offer deep expertise across the entire customer journey, including communications, commerce, consultancy, CRM, CX, data, production and technology.

Wunderman Thompson is a WPP agency (NYSE: WPP).

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