

Suhana Gordhan appointed chairperson of the Loeries

Issued by [Loeries](#)

22 Aug 2016

Suhana Gordhan, creative director at FCB Africa, has been named the Loeries' newest chairperson. She takes over the reins from Neo Mashigo who completes his two-year tenure this year.



Suhana Gordhan

The announcement was made during the annual Loeries® Awards on Saturday, 20 August, at the Durban International Convention Centre.

"I am honoured to take on this role as chairperson and look forward to serving the Loeries. The Loeries has always been about shining a light on creative excellence, and I hope to play a part in continuing to uphold the iconic creativity that comes out of this continent. As a woman, I consider it a privilege to be able to use my own experiences and that of my esteemed peers to invest in, and to inspire other young women coming up in the industry to unleash their own power of creativity and to aim for those Golds and Grand Prix awards," says Suhana Gordhan.

The current creative lead on Wimpy and Coca-Cola South Africa, Gordhan started in the advertising industry in 2001 and has worked on some of the country's most loved brands at agencies such as Ogilvy, Black River FC and Net#work BBDO.

Some of her award wins include a Loerie Grand Prix, Black Eagle, Gold Pendorring, Creative Circle Ad of the Year, a Silver Pixel at The Bookmarks and a Cannes Silver

Lion.

She's passionate about the art of copywriting, building client relationships and working together to make iconic South African work.

Gordhan has a strong commitment to South African creativity and was previously nominated to join both the Loeries Board and the Creative Circle Exco. She writes an opinion column about advertising and marketing for *Business Day*. Furthermore Gordhan was invited to be a judge at the international festival of creativity, the Cannes Lions in France this year.

Says Brett Morris, Group CEO FCB Africa: "Suhana is a highly respected and seasoned creative director who leads with an uncompromising focus on creative excellence but never at the expense of the bigger picture. I think she will bring a fantastic perspective to the leadership of the Loeries® in all that it aims to achieve."

First staged in 1978 to support South Africa's television advertising industry, the Loeries® have since expanded to encompass all areas of brand communication throughout Africa and the Middle East.

All the 2016 Loeries® winners will be listed on the Loeries® website (www.loeries.com) from Monday, 22 August.

- Twitter: [@loeries](#)
- Official Hashtag for Loeries: #Loeries2016
- Instagram: Loerieawards
- Facebook: The Loeries

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