

## Ford appoints Msomi to board of directors

Ford Motor Company of Southern Africa (FMCSA) has announced the appointment of Zwelakhe Onwell Msomi as an independent non-executive director of the board of directors of FMCSA (Manufacturing) effective 1 November 2012.



Msomi holds a BA (Hons) Economics & Political Science degree from the University of Delhi in India and has held various positions with beverage giant Coca-Cola. "Msomi has a wealth of experience in sales, marketing and operations as well as extensive skills development experience together with a valuable understanding of consumer behaviour across the Southern African region," says Jeff Nemeth, president and CEO of FMCSA.

Msomi's career spans over 20 years in corporate Southern Africa, primarily in the fast moving consumer goods market. He started his career as a sales representative and worked his way up through various companies and roles, to his current position as director of System Alignment & 5By20 Strategy for Coca-Cola South Africa. Previous companies include Lever Brothers, Gillette South Africa, Amabele Breweries and Illovo Sugar. A recent highlight of his career was as general manager 2010 FIFA World Cup Project Team.

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