

Brand Finance Africa appoints Jeremy Sampson

Brand Finance has announced that Jeremy Sampson has been appointed a director of Brand Finance Africa, officially assuming the position on 8 September 2016. Sampson joins Ollie Schmitz and Thebe Ikalafeng, the managing director and chairman, respectively, in the Africa division of Brand Finance.



Jeremy Sampson

Sampson has had a long career in marketing, advertising, graphic design, public relations, reputation management, and branding. Previously, he had a successful career at Interbrand where he founded and was the executive chairman of the Africa operations of the international branding group.

During his time at Interbrand, Sampson was awarded the prestigious Financial Mail AdFocus Lifetime Achievement Award, amongst numerous others from the UK, the US and South Africa.

On being appointed, Sampson commented, “I am delighted to be joining the Brand Finance team at a time when brands have never been more important, their impact ever increasing and embracing most aspects of our day to day lives on a global scale. In Africa, many brands are not measured, monitored nor leveraged to their full potential. My appointment presents an opportunity to change this.”

The list of Sampson’s accomplishments ranges from being a Fellow of the Royal Society of Arts (UK) to a Visiting Professor at the University of Cape Town, Graduate School of Business. Today, Sampson consults and mentors, sits on advisory panels and plays an active role in the media, which includes hosting programmes for Classic FM. Aside from the world of branding, his interests include art and printmaking and the world of wine.

Thebe Ikalafeng, chairman of Brand Finance Africa, stated, “It is an honour to welcome Jeremy to Brand Finance. He brings an unparalleled pedigree in branding in Africa which will enhance our efforts to broaden the role of branding on the bottom line and in the boardroom.”

David Haigh, CEO of Brand Finance, commented, “As African brands grow in stature both at home and abroad, it is becoming increasingly important for the continent’s companies to understand and manage brand value. Jeremy’s breadth of experience and focus on helping African brands to succeed make him the perfect candidate to spread this crucial message and to help African brands make their mark on the domestic and international stage.”

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