

# Growth to the power of two

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2017 sets a new benchmark at Joe Public as the agency positions itself to take their creative product, and in doing so the growth of their clients' brands, to the next level.



*Khuthala Gala-Holten*

In line with this objective, the agency is proud to announce the promotions of Executive Business Unit Director, Khuthala Gala-Holten, to Deputy Managing Director and Executive Creative Director, Xolisa Dyeshana, to Chief Creative Officer. Khuthala will be supporting Gareth Leck in the role of leading the above-the-line agency from a business point of view while Xolisa will be taking ownership of the creative product of the above-the-line agency, under the guidance of Pepe Marais. This strategic move will allow both Leck and Marais the capacity to drive a higher calibre creative product for the agency.



*Xolisa Dyeshana*

Both Khuthala and Xolisa have been with Joe Public for over a decade with each continuing to demonstrate creativity, excellence and leadership in their individual roles. As members of the Joe Public board, both Xolisa and Khuthala have also played a critical role in the growth and success of the agency over this time.

Most recently, Xolisa has been invited to join The One Club Board of Directors, a collective dedicated to elevating creative work across the global industry. While Khuthala's commitment and strategic direction have been paramount to Joe Public's success, assisting the agency in producing campaigns that have been recognised at Apex, Loeries, Midas and Pendering award shows.

"Growth of people at Joe Public is one of the key pillars to who we are as an agency and what we believe in. Both Khuthala and Xolisa have grown into highly respected leaders within our organisation and our industry and we are super proud to have them in these new positions to help take our agency to the next level of creativity," says Gareth Leck.

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