

New leadership to Ignite Joe Public

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Joe Public United is excited to announce the appointment of a new generation of leaders that will take Joe Public Ignite, the group's beyond-the-line (BTL) agency, forward. When it comes to the growth of new leaders, the agency has always looked within to bring about growth of their people - an imperative aligned to the group's business purpose of growing its people, clients and country.



New leadership roles at Joe Public Ignite include the appointment of Mpume Ngobese as Managing Director, Megan Perks as Executive Creative Director and Caree Ferrari as Operations Director. Mpume first began her journey at Joe Public in 2013 as Business Unit Director, after gaining both media and strategic planning experience in previous roles. She brings determination, spirit, and down-to-earth wisdom, whilst she continues to be inspired by creative solutions that drive true growth. "I am honoured to work together with my partners to position Joe Public Ignite into a leading beyond-the-line agency. Growing our existing clients and attracting new ones with best-in-class creative and strategic business practices that unlock creative solutions, is what fires me up – it brings to life our values and our purpose of growth," says Mpume Ngobese.

Caree Ferrari will take on the new role of Operations Director. Caree has shown continued dedication and drive, growing in her role as Business Unit Director on the Jet Division Portfolio. Caree joined Joe Public in 2015, having previously worked on some of South Africa's biggest blue-chip brands and brings a wealth of experience. Her organisational and project management skills and experience are set to bring high levels of operational excellence to

the agency.

Megan joined Joe Public in 2015 as Creative Director on Jet. Throughout her journey at Joe Public, Megan has been impassioned to create truly integrated, authentic solutions for clients, always striving to produce work that has a deeper meaning and ignites change. "I believe Joe Public Ignite is perfectly poised to provide a unique service to our clients, by producing excellent integrated work. I am committed to creating a culture where creativity has meaning," adds Megan.

"We have always strived to ensure that Joe Public should be an environment that grows potential, so it is very satisfying to see that the new leadership team that will be heading up Joe Public Ignite are all internal promotions. We look forward to seeing this dynamic team take Joe Public Ignite to the next level by focusing on outstanding creative output that will grow our people, our clients, and ultimately our country," concludes Gareth Leck, Group CEO, Joe Pubic United.

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Joe Public

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