

Tribeca PR appoints new account director

Hema Ghela has been appointed as the new account director for Tribeca Public Relations. Ghela's role includes leading consultant teams working on the Respublica and Consulta accounts as well as developing new business, strategic leadership and personnel management.

Ghela previously worked on accounts like IBM, Vodacom Business and Vodafone, Nedbank Retail and Business Banking, Samsung Electronics and Dell Commercial and Dell Consumer.

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