

## **Charmaine du Plessis to lead IMM's sales, marketing strategy**

The IMM Graduate School has appointed Charmaine du Plessis as its new chief marketing officer. In her new role, Du Plessis will be tasked with overseeing the institution's sales and marketing strategy.

Du Plessis has more than 15 years' experience in strategic communication management in higher education. Before joining the IMM Graduate School, Du Plessis worked at Varsity College, University of Johannesburg, and also had tenure as a Fulbright Fellow at Pennsylvania State University in the US.

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