

Women in advertising - Sarah Personette

Susan Credle, global chief creative officer at FCB, spoke to women in advertising during the DStv Seminar of Creativity. In this episode she speaks to Sarah Personette, head of business marketing at Facebook.

Read about Personette's presentation during the DStv Seminar of Creativity held during Loeries Durban: [Creating thumb-stopping creative in the mobile revolution](#) & [Africa to lead the mobile creative revolution](#).

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