

OFyt Gotz new talent

 By Leigh Andrews

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Late last week, we heard that Chris Gotz was back in the country and joining Old Friends, Young Talent. With the embargo on the news officially lifted, I chatted to Gotz and OFyt CEO Gary Leih about what to expect from this change to the team.

Old Friends, Young Talent, also known as OFyt, has [appointed Gotz](#) as its new national creative director. He joins the advertising team as both a partner and shareholder. As he worked for the same agency for 15 years, Gotz has built up wonderful client relationships and made lifelong friends with some of his agency colleagues. Now, his very fresh start at OFyt gives him the chance to do all of that again, a prospect he finds very exciting

On what attracted him to OFyt, Gotz says, "The people, for a start. They really are Old Friends. At various stages in my career I've worked very closely with Sonke Dandala, Greg Burke, Rohan Reddy, Kelly Putter and Gary Leih. So it felt like home from home for me."



OFyt creatives, left to right: Greg Burke, Chris Gotz, Kelly Putter, Jono Shubitiz.

Leih adds, "Many of us at OFyt know Chris well - having worked with him in the past. He is focused, committed and incredibly talented. He also has that rare ability to put the client's needs ahead of the agency's agenda - very rare and very powerful... What's really exciting is that Chris is neither [old friend nor young talent]. He is a young old friend. In other words, he is succession!"

Gotz confirms: “The fact that the agency is very sincerely committed to developing young talent was important to me. I also think working for a smallish independent agency will be a breath of fresh air for me, having spent most of my life on the decks of big network supertankers. One of the things that happens at really big agencies, as you get more senior, is that you get further away from the coalface, the day-to-day work, which is the part of my job I really love. Now I get all that back. There’s an agility and a communal gees in OFYT that you just won’t find in a 300-person shop. It feels like I’ve found a whole bunch of people who I really like and respect, who are at the beginning of something really great, and I just kind of feel privileged to be part of it.”

Pressed on what we can expect from the agency in the next few months, Leih promised: “Surprises” – watch this space!

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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