

Edelman Africa makes strategic senior hires in preparation for growth in 2023

The international communications firm, Edelman, has appointed Lerato Moleko as director of strategy, Busi Roberts as head of its health practice in Africa and Kelly Smith as director of the agency's People team.

The trio brings to Edelman a plethora of industry knowledge, spanning several disciplines, and is expected to strengthen the company's service offering and increase value for clients on the continent.

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