

# New corporate communications manager at General Motors

Gishma Johnson has been appointed corporate communications manager at General Motors South Africa (GMSA) effective 1 January 2014.

A familiar face to the automotive industry, having worked for GMSA before, Johnson re-joins the company with a wealth of experience in communication, both internal and external. She will be responsible for corporate communication for the South African operation. "In this highly competitive world it has become more and more important to protect the image of a company and its products, therefore I regard corporate communication as an essential aspect of a company's strategy," said Johnson.

In her new role at General Motors, Johnson will focus on strategic communication around key aspects of corporate social responsibility, public relations and effective internal communications. She will report directly to communications manager of GM Africa, Denise van Huyssteen and will be based at the Kempston Road plant.

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