

Rogerwilco Geere's up for growth

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Rogerwilco, the integrated digital marketing agency, is delighted to announce the appointment of Michele Geere as Client Services Director, effective 1 September 2014.



Michelle Geere - 2Stroke
Client Services Director

Geere joins from traditional agency OFyt where she was digital business director. Previously she held roles as head of production and operations in the Johannesburg branch of Hello Computer and in the client services team at Gloo's Gauteng operation.

In a glittering career, Geere has driven digital marketing initiatives for organisations including First National Bank, KIA and South African Tourism. She was responsible for the production of the much talked about Johannesburg Zoo Tweeting Badger campaign that garnered multiple local and international awards in 2013.

Rogerwilco CEO Charlie Stewart said: "Michelle's arrival signifies a new phase in Rogerwilco's development. In a period where there has been significant consolidation in the local industry, 2Stroke remains one of the few remaining independent owner-run digital agencies.

"Michelle's appointment will bolster our client services focus while extending our new business development capacity at a time when many brands are likely to be feeling discomfort and disconnect from their existing agencies integration into larger, less responsive enterprises."

Geere joins a 30-strong team whose recent appointments have included PR head, John Harvey, a veteran journalist from Times Media Group and previous owner of news agency, Garden Route Media.

In 2014 Rogerwilco, whose core service offerings include content marketing, search engine optimisation and web development, won a Gold Prism for content marketing at the annual PR industry awards and was recognised as being the country's leading search engine optimisation (SEO) consultancy.

Recent projects for The University of Cape Town, the United Nations and NEPAD have consolidated the company's reputation as South Africa's leading Drupal web development studio.

Geere said: "I was attracted to Rogerwilco by the strength of its production team and its focus on delivering meaningful and measurable results for its clients. It's a young business that has a clear vision for the future and is poised for significant growth. I'm tremendously excited to be joining it on this journey."

Further information: www.rogerwilco.co.za.

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