

# New appointments at Ogilvy

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Ogilvy is proud to announce three new senior appointments that deepen the client-centric approach at the recently re-founded agency.



*Luca Gallarelli*



*Tassini Albertyn*



*Vicki Buys*

Luca Gallarelli is appointed MD of the Ogilvy Group, while Vicki Buys is appointed MD of the Ogilvy Cape Town operation and Tassin Albertyn becomes Head of Delivery.

New Ogilvy Group MD Gallarelli was instrumental in driving the agency's Next Chapter journey during his five years as MD at Ogilvy Cape Town, implementing a more agile business model that removes duplication and addresses clients' broader business needs.

Under Gallarelli's management, Ogilvy Cape Town was named most integrated agency in Cape Town for five years running and recently won a Cannes Grand Prix for the Carling Black Label "Soccer Song For Change" campaign. He has been a member of the Ogilvy Holding Board since 2016.

New Ogilvy Cape Town MD Vicki Buys has long been responsible for Ogilvy's iconic relationship with Volkswagen SA. The 2016 Volkswagen Uber Up! Campaign she worked on won a Gold Loerie for marketing effectiveness – the first time the award was presented. Ogilvy's VW account has been consistently awarded, winning two Silver Lions and a Bronze in

Cannes this year.

Buys has served as Managing Partner and Deputy Managing Director at Ogilvy, and has been a board member since 2013. She has also worked closely with Gallarelli to shape and implement the agency's Next Chapter philosophy.

New Head of Delivery Tassin Albertyn comes to Ogilvy from Old Mutual, where she was Lead Digital Project/Program Manager and responsible for managing project stakeholders, digital operations, and project and programme planning, among other disciplines.

Besides project management expertise, Tassin has experience in agencies, in print and online media, having worked at Liquorice Africa, Highbury Safika, and M&C Saatchi Abel as well as at Ogilvy.

"These appointments strengthen Ogilvy's ability to put client needs at the centre of what we do," said Ogilvy South Africa CEO Alistair Mokoena. "With our recent re-founding as a fully integrated global creative network, we now offer clients services like marketing, digital strategy, reputation management and business development with a single point of contact.

"This client-centric philosophy is geared to ensuring our client brands matter to their audiences, and that they retain remain culturally relevant at all times," he said.

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