

Samantha Presbury joins Ogilvy PR as new MD

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Ogilvy PR has appointed experienced marketing and communications professional Samantha Presbury as its new managing director.



Samantha Presbury

Presbury joins Ogilvy as the new National MD, responsible for both the Cape Town and Johannesburg PR offices. She comes to the company from MSL, where she was MD for six years, after holding a senior leadership position at Magna Carta.

Presbury has long been recognised for her skills in integrated communication strategy, reputation management and team leadership, which will enhance Ogilvy PR's ability to deliver impactful outcomes that support client business objectives.

During her time at MSL Johannesburg, Presbury helped grow the agency's already distinguished client base with top local and global brands in financial services, legal, airlines, construction, auditing and FMCG.

"I am thrilled to be at Ogilvy, and I am excited to be building relationships with clients and helping them develop their relationships with their stakeholders," says Presbury. "I believe long-term sustainability and profitability depend on the relationships organisations and brands have with their customers and markets. A mix of world-class capabilities and diverse talent within the Ogilvy Group gears us for growth to deliver work that positively impacts our clients business."

Presbury assumed her new position earlier this month. She was previously head of strategy and business development at Magna Carta (TBWA) for 10 years and advised blue-ribbon clients in the auditing, energy, pharmaceuticals and financial sectors. She also ran global PR for IT solutions group Dimension Data, for five years.

Ogilvy South Africa CEO Pete Case comments, "We are very proud to welcome Samantha aboard and are confident she will help us make a real difference for our clients and for our business. She brings impressive industry experience, passion and proven ability to the agency. She will be heading up a talented team, with clients in some of the most valuable and most

innovative sectors of the South African economy.”

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