

Melissa Cumming is SA Florist's new MD

Online marketplace SA Florist has appointed Melissa Cumming as its new MD. She has more than 10 years of local and international experience in business development, e-commerce, client service, marketing and brand, and product management.

Her portfolio of experience includes, most recently, e-commerce business development manager at The Foschini Group, as well as managing blue-chip local and international clients such as Sanlam, FNB, Coca-Cola, SAB, McLaren, RBS, and Land Rover.

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