

And the TLC Marketing Worldwide team gets bigger!

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TLC Marketing is pleased to welcome Ryan Coomer and Kate Macildowie to fulfill the roles of agency director and strategic director respectively.



Ryan Coomer



Kate Macildowie

Ryan has extensive experience in advertising, marketing, shopper marketing and experiential activations and has worked for the likes of Ogilvy, JWT, Geometry Global and Strawberry Worx. He has worked with many brands during his career ranging from Sun International, Vodacom, Kellogg's to Bayer and Bentley. He also sits on the board for the SA Institute for Inventors and Innovators (iii) as he has a real passion for assisting local entrepreneurs in getting their products to market. Coomer commented: "I am extremely excited to be joining the amazing team at TLC South Africa, I look forward to driving the business to new heights and being a part of TLC's big and bright future."

Kate comes from a background in film, advertising and exhibitions. As an MBA graduate she is passionate about building compelling narratives for brands and bringing them to life for consumers. Much of her career has been spent working with brands in the FMCG and automotive sectors. Macildowie commented: "We are living in the experience economy, this combined with fierce market competition, disruptive technology and financially squeezed consumers, means that loyalty and real-time customer engagement is no longer a nice to have but a core business imperative to a company's survival. Having a nice advertising campaign is no longer sufficient to drive sales and build brand affinity. Today we are truly in a new era of 'Experience-led Loyalty', that's why I couldn't be more delighted to join TLC SA at this exciting time."

Preneshen Munian, Managing Director, commented on their latest hire: "TLC Marketing is really excited to welcome Ryan and Kate to the team, they both bring extensive experience to the company which will only drive our focus on quality and further enhance our strategic value propositions across Africa."

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