

## Key appointments at JCDecaux Africa

JCDecaux Sub-Saharan Africa, has announced three key appointments to their traditional and digital outdoor advertising team in Africa, as their network on the continent expands.



Diana Mtombeni.

The appointments are:

1. **Uyanda Manana** has joined JCDecaux Sub-Saharan Africa as the head of sales – regional and direct. With more than years' experience in marketing communications, Manana has managed and led campaigns at several prestigious advertising agencies. She started her career at L'Oreal based in Johannesburg, South Africa then later moved to London where she joined Publicis working on a client portfolio that included L'Oreal, Garnier and United Biscuits. After returning to South Africa, she joined The Jupiter Drawing Room to head up MTN. During this time, the agency produced the iconic and award-winning FIFA World Cup – MTN Ayoba campaign. She also worked for activation agency Hariz M.E in Dubai on the Abu Dhabi Motorsport Management account; as well as for Saatchi Abel in the capacity of account lead on key brands, including Nedbank and Nando's.

2. **Janice De Jong** has been appointed as client services manager. She has a combination of over 11 years managerial experience in the production, printing, manufacturing, flighting, outdoor and special projects. Prior to joining JCDecaux, she was been involved in a number of outdoor campaigns with top end clients and their projects. These include the Guinness World Record soccer balls that were erected on the Telkom Towers for the 2010 Soccer World Cup. "I have had the pleasure of working with many high-profile clients and award-winning agencies over the past years that have given me the exposure and taught me the valuable knowledge I know now about our industry. I am passionate about the outdoor and advertising industry and am very excited to join such a dynamic and innovative team such as JCDecaux of whom I have known many team members over the years," said De Jong.

3. **Diana Mtombeni** is the newly appointed sales executive for Africa. She holds a BCom Marketing degree from Unisa and a PMD from GIBS. Mtombeni has over eight years' experience in sales, marketing and customer service across Africa. Her passion is account management and client service delivery and has a proven ability to develop and grow relationships across diverse groups and levels within organizations in Africa.

JCDecaux in sub-Saharan Africa, formerly Continental Outdoor Media until the acquisition by JCDecaux SA (Euronext Paris: DEC) in partnership with Royal Bafokeng Holdings in June 2015, is Africa's leading traditional and digital outdoor advertising company and operates in 16 countries in Africa. The company offers in excess of 37,000 advertising opportunities within the African continent.

The group has operations in more than 75 countries around the world, and has a presence in 4,435 cities with more than 10,000 inhabitants. The Group generated total revenues of €3,208 million in 2015.

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