

## Robyn Campbell takes the helm as communications VP at Publicis Groupe Africa

Robyn Campbell has taken up the position of senior vice president: communications, for Publicis Groupe Africa.



Publicis Groupe Africa has appointed Robyn Campbell as senior vice president: communications (Image supplied)

One of the industry's most dynamic and respected voices, Campbell will strengthen its leadership team.

Publicis Groupe Africa will draw on Campbell's years of experience as she leads creative transformation across the Groupe, partnering closely with clients to sharpen brand and marketing impact in a rapidly evolving business landscape.

"Creative communication changes outcomes," says Campbell.

"I'm energised to help our clients move faster, think braver and create work that grows brands and opportunities.

"This role brings together my biggest passion – transformative, inclusive creativity – with the chance to open new doors for our people and partners."



ADVERTISING

Machine appoints Lesego Kotane as managing director

11 Aug 2025

---



## Commitment and passion

Campbell brings a deep insight into the industry and a proven commitment to shaping the future of advertising in South Africa and beyond.

She has judged multiple awards such as Advertising Week Africa, The Loerie Awards, Effies, Assegai Awards and The Bookmarks Awards; serves on the Loeries and Bookmarks committees; sits on the IAB South Africa board; and was named a 2025 South Africa Women Leaders Award winner by the World Women Leadership Congress.

She is equally passionate about transformation and mentorship, mentoring through SheSays “Who’s Your Momma” and co-launching The Forge, an educational transformation platform built by Machine, aimed at unlocking diverse talent pipelines for the industry.



MEDIA

Publicis Groupe Africa appoints Ashish Williams as SVP, Media

2 Jun 2025

---



## Force of nature

Outgoing senior vice president, Jonty Fisher, welcomes the appointment.

“Robyn is a force of nature. Sharp, empathetic, and relentlessly focused on driving creative excellence the makes a measurable impact.

“Her leadership is defined by a rare ability to unite creativity and business impact while putting people at the centre. I couldn’t think of a better person to take the reins.”

For more, visit: <https://www.bizcommunity.com>