

## Event specialist joins Matrix Advertising

Event specialist and seasoned campaigner, Mimi Finestone, has joined the Cape Town-based outfit under the leadership of Matrix Advertising dynamo, Mark Bastiaans.

"Mimi adds another dimension to our business and joins us in her capacity as divisional manager of our new southern Cape office," says Bastiaans. "We have worked together before on some very challenging projects and I am honoured to have such a professional on my team. Mimi's entrepreneurial flair, insight and unrivalled work ethic adds an extra string to our bow," concludes Bastiaans.

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