

# Enterprise IG appoints South African executive as creative chairman for Europe, Middle East and Africa

Enterprise IG, a leading global brand design agency, recently announced that South African creative director, Kees Schilperoort, has been appointed as creative chairman for Europe, Middle East and Africa (EMEA).

In his new role, Schilperoort is responsible for coordinating the creative resources of the 14 offices within the region, as well as developing new design initiatives to better serve the needs of Enterprise IG's local, regional and global clients.

Dave Allen, Enterprise IG's CEO of EMEA says South Africa has a lot to offer in terms of creative talent as well as managerial skills. "We are certain that Schilperoort's expertise will contribute considerably to the strengthening of Enterprise IG's worldwide business," says Allen.

With 20 years' experience in the creative design industry, Schilperoort was a founding member and the creative driver of the KSDP Design group, prior to KSDP being acquired by Enterprise IG. In this role, he headed the creative initiatives in Johannesburg, Cape Town, Amsterdam and Sydney and interfaced with KSDP's worldwide client network.

During his career, Schilperoort has created award winning design solutions for several of the world's leading companies, specialising in both corporate and consumer branding.

Allen says Enterprise IG has built the strongest team of international designers in the industry, with recognised design leaders in South Africa, France, Germany, The Netherlands, Ireland, Norway, Sweden and the United Kingdom.

"Schilperoort's appointment is a key step in consolidating the international culture we have already developed, and helping our creative teams work intelligently together to the increased benefit of our clients.

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