

Motherboard grows as The Brave Group bolsters digital capability

Issued by [Brave Group](#)

23 May 2019

This month, The Brave Group welcomes two key additions to bolster Motherboard - the groups digital transformation capability. With a firm view on developing a future fit business, Patrick Mahlangu and Mzoxolo Gcwabe have joined to enhance the agency's offering and will focus their skills on the delivery of social media services as well tailored digital communication.

Mzoxolo “Mzo” Gcwabe – Digital Creative Director, Brave Group



Digital is a passion of Mzo's and his years of experience have honed his instinct for innovative visual solutions.

Mzo worked as a creative at Woolworths for the Menswear Division. He also co-founded and led creative at Head Honcho, a leading lifestyle apparel brand that created a unprecedented movement for the youth of South Africa, as well as propelling influencer based marketing to take their products to market. Recent other clients as Creative Director 6th Ave include Sportscene, Distell and BAT.

Patrick Mahlangu – Social Media Manager, Brave Group



Patrick Mahlangu is passionate about using Social Media to create communities and realise business goals.

Pat runs a platform named Pat on Brands, an online platform which gives reviews, 'pats and slaps', on brands. He also holds a masters degree from the University of Johannesburg. For his thesis Patrick explored the use of social media big data by South African retailers to support marketing decisions. He is also an internationally certified digital marketing professional by Digital Marketing Institute in Ireland. Along with all his professional and academic expertise Pat brings his healthy lifestyle ambassadorship to Brave!

" **Bravado transforms into a brand experience agency** 7 Mar 2024

" **Brave Group secures top position in client satisfaction** 4 Mar 2024

" **Agency soars up national client rankings** 4 Dec 2023

" **Embracing AI to elevate account management: A new era of strategic excellence** 16 Aug 2023

" **Championing financial inclusion** 8 Aug 2023

Brave Group

BRAVE GROUP A global Integrated advertising agency group with a clear ethos: Great Country, Great Economy, Great Brands, Great People.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

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