

## **TLC Marketing Worldwide announces CEO appointment**

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Former Managing Director, Preneshen Munian, joins the ranks of CEOs in TLC Marketing Worldwide.

Says Alec Johnson, founding partner of TLC, "It's been a fabulous journey to see him develop in every way from BD to MD and now into CEO."

Munian will continue to drive the company, and his vision, into Africa and the Middle East.

Munian commented, "I am honoured to be given the opportunity to lead our business as CEO. Over the past eight years I've led our team and we've achieved over 50% growth year on year by creating world-class campaigns for some of the biggest companies. With that being said, I will certainly embrace the greater challenge that lies ahead and I look forward to driving our business even further."



\* TLC Worldwide shortlisted for 6 awards in the International Loyalty Awards 3 Apr 2024

**Bd-capital partners with TLC Worldwide, the world's largest marketing and loyalty rewards platform** 14 Feb 2024

\* Extraordinary kids, extraordinary experiences 7 Nov 2023

**The transformative journey of TLC Worldwide Africa: From marketing agency to martech powerhouse** 16 Aug 2023

<sup>\*</sup> TLC Worldwide Africa launches Cosmos - The revolutionary consumer rewards and insights platform 7 Jun 2023

## **TLC Worldwide Africa**



TLC Worldwide Africa is a global MarTech solution that rewards consumer behaviour with experiences. For 30 years, we've been connecting people with experiences that match their passions. The uniqueness of our business model is doing this for a fraction of the cost, making it commercially viable for brands to offer free experiences to their consumers as a reward for sales, engagement, and retention. Profile | News | Contact | Twitter | RSS Feed

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