

# VCG PromoRisk appoints Robin Uys as VP: Africa

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[VCG PromoRisk](#), the world's leading promotion management risk provider, has appointed Robin Uys to lead their business in Africa. He will build on an already impressive portfolio of clients in South and sub-Saharan Africa.

Uys is an experienced and respected business leader who has held executive agency roles and former board member of Ogilvy CT and Geometry. Occupied senior marketing roles at Heineken as GM; Brandhouse as GM: Commercial Marketing; and RCL Foods as marketing executive. Internationally, he led a full service agency based in Lagos, Nigeria.

Having led major campaigns for both agency and client, he understands the risk and opportunity that promotion insurance offers.

“At VCG, we allow clients to have bigger headlines, more engagement and better promotions at the same cost with no risk. Once the campaign's big idea is developed, the mechanic agreed, the prize pool and budget is locked down, there are no additional costs involved for the client. No overspends, as VCG covers the full prize pool. Now that’s a winning recipe,” says Uys.

With over 3,000 promotional campaigns covered globally, VCG has a 16-year track record of proven results for clients.

Sean Creighton, founder and director at VCG, says: “In our pursuit of continued growth in South and sub-Saharan Africa, we knew we needed someone who could lead this business who had international, agency and client experience at the highest level. Robin delivers that and more. VCG is really excited to have him onboard.”



*Robin Uys*

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