

New MD for Yellowwood region

Sonja Sanders has been appointed as the new MD of the Cape and Coastal region for [Yellowwood](#), a brand strategy, research and design consultancy.



Sonja Sanders

Sanders is not new to the company as she previously held the position of group head of strategy, developing its brand, marketing and innovation strategies.

Before re-joining the company, she worked for Santam as head of personal lines marketing. Sanders has worked in the consultancy and agency environment as well as in marketing and brings with her a wealth of experience.

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