

TLC Marketing Africa appoints new Partnership and Content Director

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TLC Marketing is proud to announce a new addition to their dynamic team, Ntsiki Balfour, who will head up the Partnership and Content division of the agency. He will be responsible for the strategic direction of TLC's partner relations, both for independent networks and key brand partnerships. He will be tasked with innovation of the department including leading the local digital transformation of some of TLC's core reward networks.



Ntsiki has over 12 years experience in the media, sales and marketing industry, working for the likes of Viacom, e.tv and the SABC. "The communication value chain is constantly evolving and challenging marketers to come up with communications that integrate seamlessly into the consumer's life and respond to the ever-fragmenting communications mode. I'm really excited to join TLC Marketing as they embrace this change and are pioneers in incentive marketing-led campaigns that inspire consumers to react in a way that our clients desire..." - Ntsiki Balfour.

Derek Miller, Managing Director, commented on their latest hire: "TLC Marketing is really excited to welcome Ntsiki to the team, as he brings a wealth of experience in supplier negotiations and new business development."

TLC Marketing is the world's leading added-value agency. TLC has over 20 years' experience in delivering successful campaigns ranging from loyalty platforms to consumer incentives by using intelligence from 13 international offices as part of the TLC Marketing Worldwide Group.

For more information, please visit www.tlcmarketing.com.

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TLC Worldwide Africa



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