

# Koo Govender appointed CEO for Dentsu Aegis Network South Africa

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Koo Govender, former VWV group CEO and M-Net Director of Marketing and Communications, has been appointed as CEO of Dentsu Aegis Network for South Africa and will be reporting unto Dawn Rowlands, CEO Dentsu Aegis Network Sub-Saharan Africa.

Koo was the first female CEO of the VWV Group, where her passion for women's empowerment and mentorship was demonstrated by her championing of the Phakama Women's Academy which is a 'bridging' programme to equip and empower marketing university graduates for the 'realities' of the corporate world. Koo will remain as a trustee of the Academy to ensure continuity and momentum of this vital and unique initiative.



Koo Govender

In joining Dentsu Aegis Network, Koo is returning to her 'media roots' having been actively involved in the broadcasting and media industry for 22 years, culminating in her holding the Corporate Marketing and Communications Directorship at M-Net. During her tenure at M-Net Koo and her team won numerous industry awards, including Loeries and Promax, and she coordinated the pay-TV station's 25th birthday celebrations.



Dawn Rowlands

In addition to being a prominent and accomplished public speaker, Koo has won various business and women empowerment awards; the latest of which was the Mail & Guardian Investing in the Future and Drivers of Change Awards 2015.

"With a combination of client and agency experience, a thorough grounding in media, and an underpinning drive and passion Koo is the ideal candidate to both consolidate and build the Dentsu Aegis Network's position in the South African market," stated Andre Andrade, CEO Dentsu Aegis Network for Iberia and Sub-Saharan Africa.

Koo Govender stated the following regarding her new role: "This position provides a unique opportunity to bring together all of the experience I have gained over the years within a global group that is really committed to the challenge of unlocking Africa's potential."

Dawn Rowlands, CEO Dentsu Aegis Network Sub-Saharan Africa, commented on Koo's appointment: "Having Koo join us in South Africa will ensure we keep pushing for transformative growth in South Africa. Our operations in sub-Saharan Africa are now sizeable and the demand for regional thinking and expertise across Africa is immense. Koo's experience in marketing, media and communication will be an asset to our operating model in South Africa. She will also join the regional exco for Dentsu Aegis Network SSA along with Gillian O'Mahoney, Nazli Roskin, Bevis Hoets and our other CEOs across the region. Lastly though, we are exceptionally excited to have another strong and accomplished woman join our team."

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