

Carla Worth, newly appointed deputy MD at Digitas Liquorice

By  [Juanita Pienaar](#)

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Digitas Liquorice appointed Carla Worth as its new deputy managing director earlier this year and announced that she will steer the agency through its next phase of growth while further entrenching digital innovation for brands.



Carla Worth, deputy managing director at Digitas Liquorice. Image supplied.

Worth joined Digitas Liquorice as an account manager nine years ago and has been instrumental in driving digital transformation for one of the agency's largest clients, Unilever.

"Carla came in with an energy that was immediately felt across the agency. Her continuous depth of insight and absolute passion for digital innovation has made her an invaluable member of the senior team and partner to her clients," says Miles Murphy, chief executive officer at Digitas Liquorice.

"Carla has played a key role in driving business growth for the agency and possesses key abilities as a future leader in business," adds Murphy.

Worth says that having an emphasis on digital innovation, her focus will continue to drive business transformation for clients and strategic growth for the agency. "Having worked with Miles for the past nine years, I feel adequately equipped to take

on this responsibility and am privileged to have the opportunity to work alongside such esteemed colleagues,” she says.

Here she tells us more about her new role, what excites her most about the agency and what she is most looking forward to.

■ ***Congrats on your appointment. How do you feel about it?***

I am grateful to be a part of such a dynamic team and to have the opportunity to assist in driving business transformation at Digitas Liquorice, both internally and for our clients. It is a big task but I am excited by the challenge.

■ ***When is/was the effective date?***

Effective 23 September 2019.

■ ***What excites you most about the agency and where it is going?***

I thrive in this fast-paced, high-performance environment and being at the forefront of digital innovation keeps me on my toes. I also feel privileged to have been able to learn from and work alongside Miles for the past nine years. His foresight and vision has transformed Liquorice into the agency it is today and has laid the foundation for its pioneering future.

■ ***What do you love most about your career in marketing and digital?***

I love the ever-evolving digital landscape and our challenge to stay ahead of the consumer and our competitors. I learn something new every day and that motivates.

■ ***Any career highlights you're particularly proud of?***

I'm regularly taken aback by the world-class work that we do. If I had to call out one thing, I'd say that I'm most proud of our work with What's For Dinner, which is South Africa's largest recipe inspiration programme and digital marketing best practice for Unilever globally. From an emoji-driven chatbot to image recognition AI, we constantly pioneer ways in which to inspire people as well as drive business results.



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■ Tell us a bit about your experience and how this has equipped you for your new position.

I've been lucky enough to have been provided opportunities to work across a diverse array of clients and business challenges. But I attribute a lot of my growth to saying 'yes' to tasks that would normally daunt me. When I'm confronted with a tricky task and feel stretched, is when there is usually a fundamental shift in the way I think which is both scary and thrilling. This drives me and has equipped me for pretty much anything. I am also surrounded by a team of talented experts who have all contributed in some way or another to my personal growth.

■ What are you most looking forward to?

I'm looking forward to assisting in driving Liquorice into this new phase of data/tech-enabled experiences.

■ What's at the top of your to-do list?

Timesheets!

■ What are you currently reading/watching/listening to for work?

I've just finished reading a book by Scott Branson (the founder and CEO of Behance) called *Making Ideas Happen* (Thank you, Debbie). I'm also chipping away at my mother's doctoral thesis on *Exploring Communication Pedagogy*, which is super interesting. And I'm an avid podcast listener: anything from Tim Ferris, Jordan Peterson and Malcolm Gladwell. In addition to *Revisionist History*, Gladwell has another audio project with music producer Rick Rubin which I love.

■ Tell us something about yourself not generally known?

Back in 2006, I did my internship at the Weinstein Company in Los Angeles. I worked in the motion picture music department putting soundtracks to film. Not only did I get to go to many a music concert and festival (which I attributed to research), but I worked on Tarantino's *Kill Bill 2*, the *Nanny Diaries* and the Oscar-nominated *Bobby* – about the assassination of Robert Kennedy. I met a few interesting people, not to mention the infamous Harvey Weinstein.

Connect with Worth on [LinkedIn](#) and for more info and updates, visit the Digita Liquorice [website](#) or you can follow the agency on [Twitter](#) or [Facebook](#).

ABOUT JUANITA PIENAAR

Juanita is the editor of the marketing & media portal on the Bizcommunity website. She is also a contributing writer.

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