

New Y&R Africa chairman appointed

Yossi Schwartz was appointed chairman of Y&R Africa yesterday, 25 July 2013. Schwartz will also continue in his current role as chairman of Y&R South Africa.



Yossi Schwartz

The new appointment signals Y&R's intent to expand the Y&R network across the continent, which currently has 11 offices.

This announcement comes on the heels of the launch of NATIVE VML agency in South Africa, which creates a strong digital platform for Y&R. "Yossi Schwartz is exactly the right person to lead this charge," said David Sable Global CEO of Y&R. "He has deep insight into the region, great leadership skills and a deep passion for the agency and for Africa.

"With the establishment of NATIVE VML, we have a strong digital backbone that must be at the heart of any communications program in Africa, along with the strategic and creative resources of Y&R. Together, these companies form an unrivalled offering for clients both here and around the world."

Said Schwartz: "I fell in love with Africa 20 years ago when I first came here. It is an extraordinary, diverse continent with enormous potential for growth. We have deep roots in Africa - nearly 50 years in South Africa and close to 40 in Zambia and Kenya. Now is the moment to expand, to leverage the unique offering that Y&R brings with NATIVE VML across the continent. We are committed to having 20 agencies by 2015, serviced by three centres of excellence in South Africa, Kenya and Nigeria. This is truly a historic undertaking and we are tremendously excited."