

# Mzamo Masito to lead Google's marketing efforts in SSA

Google has appointed Mzamo Masito as its chief marketing officer for the sub-Saharan Africa (SSA) region. Based at Google's Johannesburg offices, Masito will lead the SSA marketing team in increasing access to the internet, enhancing locally-relevant products and content, and helping people take advantage of the opportunities offered by the internet.

Masito joins Google following stints at Vodacom, Nike, and Unilever. Masito holds an MBA from the Gordon Institute of Business Science (GIBS) as well as a post-graduate diploma from UCT.

For more, visit: <https://www.bizcommunity.com>