

# Sydney Mbhele steps up as CEO for Sanlam brand division

NEWSWATCH: Sydney Mbhele, formerly the marketing and communications officer for the Liberty Group, will be chief executive of brand for financial services group Sanlam with effect from 1 April 2019.



Mbhele in conversation with Bizcommunity at Design Indaba 2018.

As a member of the Sanlam group executive committee, Mbhele's portfolio will include the group's brand, communications and sustainability functions as well as the Sanlam Foundation, reports [IOL](#).

In a different article, [IOL](#) adds:

*“ The Black Management Forum (BMF) says the appointment of Sydney Mbhele as the CEO of Sanlam's Brand Division is a step in the right direction for ensuring transformation at a senior managerial level. ”*

Reaction on Twitter has been similarly positive:

*“ Congratulations to my brother [@Nhlasyd](#) on this huge appointment. Siyaziqhenya ngawe mfanakithi! Onwards & Upwards BT!!! [pic.twitter.com/FjrMwCtGHj](#)— Andile Khumalo (@Andile\_Khumalo) [January 16, 2019](#) ”*

Mbhele also confirmed his commitment to developing the industry with the following tweet:

*“ Indeed, that remains our mantle. For we can never celebrate only individual success, but collective progress. Through [@MentorABoyChild](#) where I am a co-founder, we have also started the journey.— Nhlanhla Sydney Mbhele (@Nhlasyd) [January 16, 2019](#) ”*

Also watch our video interview below with Mbhele at last year's Design Indaba conference for insights into how corporates can better society through creativity.



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- [Sanlam appoints Sydney Mbhele chief executive for Brand: IOL](#)
- [Sydney Mbhele's appointment as Sanlam Brand Division CEO welcomed: IOL](#)

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