

# Avatar Agency reaches milestone, names new group CEO

Avatar Agency, a 100% Black-owned agency founded by South African entrepreneurs Zibusiso Mkhwanazi and Veli Ngubane, is marking its 10-year anniversary this week. In its new chapter, the agency has named Mzamo Xala - who has been leading dual roles as chief strategy officer and managing director of the B2B company, Resilience - as group chief executive officer as from 1 March 2022.



Mzamo Xala, newly appointed group CEO; Zibusiso Mkhwanazi, cofounder and Veli Ngubane, co-founding partner of Avatar Agency

With its roots firmly on the ground, Avatar has its eyes set on the next 10 years. The agency group hopes to cement its approach and continue to inspire, integrate, and innovate ideas that move people.

Veli Ngubane, Avatar's co-founding partner, will continue to enrich the group's creative pedigree as chief creative officer, working closely alongside Xala.

*“ We will continue to showcase and demonstrate how our world-class people, working with world-class clients, come together to create world-class work. ”*

“The encouragement, challenges and feedback our clients' give us to inspire us to do better, every day. We will continue to challenge ourselves to deliver work that is relevant, original and impactful,” adds Xala.

“In the next 10 years, we will keep raising the bar. We can't thank our teams, partners, and Clients enough for all their contributions to the growth of Avatar. We will be celebrating this milestone throughout 2022 and we look forward to having them alongside us as we shape the future of marketing, media and advertising together in the next decade,” ends Mkhwanazi.

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