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**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

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### **South African Tourism appoints Janine Hutton as Chief Marketing Officer**

South African Tourism is pleased to announce the important appointment of Janine Hutton to the position of Chief Marketing Officer (CMO), effective from February 2013.

“For an ambitious marketing organisation such as SA Tourism, the CMO position is absolutely critical in driving the organization’s marketing and trade work at Head Office and our increasing number of country offices and target markets around the globe. In Janine, we have found an extremely competent and capable candidate to lead our company’s marketing efforts, as we seek to continue to be innovative and effective in driving the growth of tourist arrivals to our country and in keeping pace with global trends affecting tourists’ behavior and travelling patterns. We are extremely excited about Janine’s appointment and we are convinced she will be very adept at managing the considerable challenge of heading up the team responsible for SA Tourism’s marketing operations and strategies,” said SA Tourism Chief Executive Officer, ThulaniNzima, in announcing Hutton’s appointment.

Janine has over 15 years of senior management experience and is currently the co-founder and owner of the successful digital strategy and marketing company, Social Act, and is also a Partner at Ivy League’s Africa office. She has previously been a Director and EXCO board member at The Nielsen Company, a Managing Director and EXCO Board Member at Ogilvy Interactive. She was also previously Managing Director at a digital strategy company Immedia, during the course of a stellar career in which she has specialised particularly in online digital marketing.

She takes over the position of Chief Marketing Officer from Roshene Singh, who retires at the end of this year after being with SA Tourism for nearly 10 years.

“Roshene has been a rock at SA Tourism and is widely respected by all in the tourism industry for her achievements. She oversaw the extremely successful tourism growth strategy, putting in place structures, trade and marketing relationships. She has left a good foundation and Janine inherits a solid ship on a good footing. We hope Janine will continue the good work and to bring her experience, skills, expertise and acumen in modern integrated destination marketing to this pivotal position,” Nzima added.

“I am a results-driven person and pride myself in converting complex concepts and innovative ideas into profitable businesses, which I think will be beneficial for a research and target-driven organisation such as SA Tourism. I am tremendously excited at the opportunity and looking forward to the challenge. In the changing marketing environment and business



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world, I believe the best way to achieve success is with an integrated marketing approach, including all aspects of relevant digital channels, to positively influence lead generation, increase brand awareness and drive tourist arrivals to our country," Hutton said of her appointment.

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Issued by South African Tourism

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