

Joe Public appoints Group Commercial Director

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Gareth Leck, CEO of Joe Public has announced the appointment of Dave McCullough as Group Commercial Director.

"Our client and staff growth over the past 12 months has necessitated the appointment of a Group Commercial Director," says Gareth. "We're excited to have a person of Dave's calibre to fill this role."

"Dave will be responsible for ensuring Joe Public continues to grow in a sustainable manner by implementing strong internal controls and processes and overseeing our financial strategy and HR management to get the best out of our biggest asset, our staff. Another exciting aspect of Dave's portfolio is the creation of new businesses which will see him working closely with Joe Public United, Joe Public Shift and Joe Public Ignite."

Dave completed his Articles with Deloitte and qualified as a CA (SA) in 1998. He was appointed as Draftfcb's Financial Director in 2003. In 2010 he became the CFO for TBWA South Africa.

"I have known the Joe Public founders since we were colleagues at the Draftfcb group," says Dave. "Pepe and Gareth's spirit of adventure and entrepreneurial nature was a great attraction for me to join the team. There is a feeling of something big about to happen and I want to be part of it."

"Joe Public's culture is very grounded, with few big egos at play. They're a bunch of people who want to grow their clients businesses and in turn grow themselves, while playing a positive role in growing our country and I can completely identify with that!"

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