

## Pat Dambe joins FCB South Africa

The energetic and charismatic Pat Dambe has joined FCB South Africa as Business Development Director.

Born in Botswana and educated in USA and Canada, Dambe began her career with De Beers/Anglo American as one of the first black female management trainees. Upon completion of the programme, Pat joined Price Waterhouse (Botswana) where she worked her way through the ranks to a senior management position within the consultancy division. Moving to South Africa, she was appointed in 1994 as Executive Director of Media/Broadcasting for Thebe Investments, the first black-owned investment company to be established in the country), where she led the bid for one of the first black commercial radio licences and established Kaya FM. In the years that followed, Dambe worked at World Space, the first radio satellite broadcaster for Africa, and Makana Media.

Announcing her appointment, FCB South Africa CEO Neil van der Weele said that Dambe's key focus and function will be to develop new business opportunities for FCB South Africa. He added that, because of her commitment to the development of black empowerment, he also expected her to play an active role in leading the transformation of the advertising industry, as well as complementing the work already been done by Nkwenke Nkomo, Maserame Tshwaedi and others within the FCB South Africa group.

"Everyone who has met Pat is impressed with her energy, drive and commitment and the relationships she forges in her working environment," he said. "Her quick business mind and vision should ensure she is able to identify future growth opportunities for FCB South Africa. In addition, I expect her to use her strong interpersonal skills to play a critical mentorship role within the agency. All-in-all, Pat is set to add tremendous value to the group on all levels, and I am proud to have her as part of our team," said van der Weele.

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