



## MEDIA RELEASE

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### **aaa welcomes a new Chairperson**

On Wednesday 24<sup>th</sup> February 2016, industry stalwart and highly respected Nkwenkwe Nkomo retired from his position as Chair of the Board of Directors at the AAA School of Advertising (**aaa**). During his career in advertising and communications, Nkwenkwe Nkomo climbed the precipice of his profession while simultaneously changing the face of the sector. In 1997, he was the first Black person to be elected Chairperson of the ACA Board of Directors and later Chair of the **aaa**.

The **aaa** is a wholly-owned subsidiary of the advertising and communications sector's recognized industry body – the Association for Communication and Advertising (ACA). The tertiary institution was formed by the industry 26 years ago, to feed skilled talent into the profession.

Whilst at the helm of the profession, Nkwenkwe Nkomo launched the industry's transformation agenda which has culminated into what today is known as the MAC SA Sector Charter. His commitment to making a difference in the sector yielded a significant contribution to the profession and its official training institution, the **aaa**.

"The **aaa** thanks Nkwenkwe for the invaluable contribution made during his many years of service, and wishes him well for the future. A true legend in his time, we are honoured to have had Nkwenkwe play a role in building the **aaa** into the prestigious and respected tertiary institution that it is today," comments Mike Gendel, Group CEO Gendel Strategic Marketing Group and ACA Chairperson.

Taking over from Nkwenkwe Nkomo is Marella O'Reilly who has been a member of the **aaa** Board for a number of years. She is a Fellow of the Africa Leadership Initiative South Africa, a member of the Aspen Global Leadership Network and holds a Masters degree in Business Leadership.

"The entrepreneurial, strategic and business skills Marella contributes to the Board adds immense value in driving the objectives of the institution. We look forward to her continued involvement and leadership in taking the **aaa** into the future," concludes Gendel.

For more information about the **aaa**, visit [www.aaaschool.ac.za](http://www.aaaschool.ac.za)



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