

New MD for Bluegrass Digital Cape Town

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The South African arm of agency Bluegrass Digital is to get a new managing director, when long time Director Nick Durrant returns to Cape Town this month.

Durrant first joined Bluegrass in November 1999, where he helped set up the London arm of the South African company, then known as Bluegrass Technologies. While at the company, his role was to not only bring in new business, but make sure that the agency could handle every aspect of project management. He took on the role during the early dotcom boom, and took Bluegrass from strength to strength.

Now, he's returning to his birthplace of Cape Town to manage the business their office. Along with his experience in the London office of Bluegrass, Durrant spent over fifteen years running businesses in the UK, and is well versed in the language of international agency work. Before Bluegrass, he worked in operations and middle office for Deutsche Bank and Merrill Lynch, as well as spending two years as a IT project manager for JP Morgan.

Says Durrant, "I think the lessons we have learned from our overseas work will only serve us well in South Africa, which is a market that is embracing digital more and more. Brands are starting to realise its potential, and budgets are on the increase.

"Overall, we are an experienced unit of professionals and many with overseas experience which we can apply locally. We are essentially delivery experts in our industry and our service levels and communication are outstanding along with experience from the scale of projects and campaigns we have been exposed to. Service levels are generally not great in SA and this is generally where we can make a difference to our clients and partners. Anyone that works at Bluegrass know how demanding our UK client base can be, demanding high levels of service to ensure delivery of projects and campaigns."

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