

# Mathe Okaba named new CEO of the ACA

Mathe Okaba has been appointed to the position of CEO of the Association for Communication and Advertising (ACA), the official industry body for the advertising profession in South Africa.

Her appointment follows a rigorous and robust selection process and comes in the wake of the resignation of Odette van der Haar who held the position of CEO for eleven years. Van der Haar has been widely credited with building the ACA into the highly respected organisation it is today.

## Successful leader and team player

Okaba, a seasoned business professional and entrepreneur, will leverage over 23 years' experience spanning the advertising, media, sponsorship and events industries in her new role. With a passion for strategy, planning and project management, she has built a solid reputation as a successful leader and team player.



Mathe Okaba, the new CEO of the ASA. Image supplied.



Odette van der Haar resigns from the ACA

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Currently studying toward her MBA at the University of Roehampton in the UK, she also holds a qualification in Advertising from the AAA School of Advertising, a Certificate in Management Advancement Programme from WITS and a Certificate in Leadership Development Programme from GIBS.

Commenting on the appointment, ACA chair James Barty says, “We welcome Mathe to the position of CEO and look forward to working with her as she takes the organisation forward into a new and exciting era. She brings a great deal of sector experience and knowledge to the position, ensuring that the marketing and communications sector continues to enjoy strong, dedicated and effective leadership.”

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