

## Chris James named Digitas Liquorice MD

Chris James has been appointed as Digitas Liquorice's new MD for South Africa. James had formerly worked as the digital agency's group account director.

He was recently working in London where he had leadership roles at digital agencies AKQA and Jack Morton Worldwide. During his career, which spans 12 years, he has worked across three continents delivering award-winning work for clients such as Jaguar Land Rover, Coca-Cola, HSBC, Dyson, Marks & Spencer, Huawei, and Unilever.

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