

Sydney Mbhele joins Sanlam

[Independent Online](#) reports that Liberty Group chief marketing and communications officer Sydney Mbhele was appointed as Sanlam's new brand chief executive. He will serve as a member of the financial services group's group executive committee in addition, his portfolio will also include the group's brand, communications, and sustainability functions as well as the Sanlam Foundation.

Mbhele holds a bachelor of social science degree from the University of Cape Town and a master of business administration from the University of Pretoria's Gordon Institute of Business Science. He has held positions as executive head of group marketing at Nedbank, head of global brands for the then SABMiller, and global marketing director: deodorants for Unilever.

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