

Machine appoints new ECD

Jabulani Sigege has been named ECD of creative solution agency Machine, beginning in November 2021. Sigege takes over from PJ Eales.

He brings over 16 years of hands-on experience to the Machine creative team, and has worked for some of the most successful and recognisable advertising agencies in South Africa, including M&C Saatchi Abel, Hero and Wunderman Thompson, shaping and growing both local and international brands.

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