

Jerry Mpufane to drive SA Tourism in US, Canada

Jerry Mpufane will replace Bangu Masisi as the new hub head of South African Tourism in North America. He will lead a team responsible for driving growth into South Africa from the SA Tourism office in New York.

Mpufane formerly worked as the general manager for brand and advertising at SA Tourism between 2004 and 2006. During his time at the organisation, he developed strong brand positioning for SA Tourism.

He officially starts in his new role in May 2019.

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