

Donald Mokgale to lead Carat Johannesburg

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It is with great excitement that the Dentsu Aegis Network would like to announce that Donald Mokgale has been appointed as the managing director of [Carat Johannesburg](#), effective from 1 May 2019.



Donald Mokgale

Donald has had an incredible journey at the Dentsu Aegis Network (DAN) over the last nine years. He joined Posterscope South Africa as a junior planner in 2010, five years later he was promoted to account director. In 2016, Donald took on a new role and became the development director for Posterscope SSA leading him to Northern Ghana to launch the Posterscope Ghana office. In 2017, Donald relocated to Kenya to manage the business there and then moved back to South Africa in 2018 where he was appointed as general manager for Posterscope South Africa.

On his new role and recent promotion, Donald Mokgale said: *"To say I am elated is a mild understatement, I look forward to redefine media and raise the Carat flag. I love pushing boundaries and challenging the status quo and I look forward to doing more of this in my new position. Our mantra at Carat is tools and our people and I am enthralled to be working with the team more closely to drive business results for our clients so to the Carat team, onwards and upwards. [Posterscope](#) has been very instrumental to my growth as a leader and I will be forever grateful."*

Taking over the reins from Celia Collins, Donald will be supported in his new role to lead the Johannesburg based network brand by working closely with

Tanya Schreuder, group managing director for the Dentsu Aegis Media Brands as well as Lerina Bierman, managing director of Carat Cape Town.

Koo Govender, CEO of [Dentsu Aegis South Africa](#) stated: *"It is so fulfilling to see Donald grow from strength to strength within the network. Donald has developed himself from an SA and regional perspective and we are so proud of what he has achieved and look so forward to the next chapter in his DAN journey."*

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