

# Advancement of exceptional talent at Dentsu Performance Media

Issued by [Dentsu](#)

25 Jan 2024

Dentsu Performance Media (DPM), Dentsu's specialised unit encompassing programmatic, search, SEO, social, and ad operations, stands as a central hub designed to optimise the potential opportunities inherent in digital media and technology. Its purpose is to align with multichannel marketing objectives by fostering the adoption of best practices in deploying pertinent digital media, experiences, insights, and technology across Dentsu SA and its affiliated media brands.

Rachmah Holland, head of performance announced the following key promotions within DPM at the onset of January 2023:

- Siyanda Msongelwa, head of Programmatic SA
- Elisah Chibvamushure, Performance account lead
- Kerisha Ramiah, Performance account lead



**Siyanda Msongelwa,**  
Head of Programmatic SA



**Elisah Chibvamushure**  
Performance Account Lead



**Kerisha Ramiah**  
Performance Account Lead

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