

## **Etiket, Sum of 21 Academy appoint new group MD**

Etiket Brand Design and Sum of 21 Academy have appointed Samantha Condon as the group's new managing director. She took over the reins on 1 February 2020 and will be responsible for all executive and management functions within the agency and spearhead new business acquisition.

Condon will also use her vast industry knowledge, exposure and network to build the agency's brand and reputation from both an internal and external perspective.

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