

## Wilhelm Fismer joins LIMBIK

After almost a decade of working in London at digital media and performance marketing agency Unique Digital, Wilhelm Fismer has returned to business partner Hennie Smit, as joint managing director at Limbik.

Wilhelm has worked with brands among the likes of Barclays, Avis Budget Group, Shop Direct Group, BSKYB, ASOS and Sainsbury's. 2014 will be his 10th year in the digital marketing industry. He is very enthusiastic about Limbik's plans for international expansion, as he sees much potential in countries such as Australia, USA, Europe and Africa, especially Nigeria.

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