

RIP Walter Pike

UPDATE: Walter Pike's family have announced the details for his memorial service.



RIP Walter Pike.

Marketing specialist Walter Pike has passed away, following a long battle with cancer. Pike had decades of experience in advertising, PR, digital marketing and social media, both as a practitioner and as an academic. As a public speaker, he often touched on the future of advertising in the post-broadcast era.

As an activist, he worked in an intersection of feminism and racism and worked on upskilling programs in marketing comms, advertising and social across the continent.



[Behind the Selfie] with... Walter Pike

Leigh Andrews 28 Jan 2015



Pike had been in hospital for a while, and continued to update his Facebook profile until a few weeks ago.

This Facebook post is no longer available. It may have been removed, or the privacy settings of the post may have changed.

Condolences are pouring in on social media.

Many of his friends already changed their Facebook profile pics to an image of Pike with one of his beloved horses weeks ago, in support of his battle.

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Our condolences to his loved ones.

UPDATE: Walter Pike's memorial will take place on Saturday, 15 December from 3.30pm at the East Rand Polo Club.

For more, visit: <https://www.bizcommunity.com>