

Accenture appoints agency heavyweight Haydn Townsend

Accenture has appointed Haydn Townsend to head up Accenture Interactive in Africa.

"I'm excited to be part of the Accenture Interactive business, where I'll be able to focus more on innovative experiences, tapping into the scale of our parent company and building consumer-facing digital and communication offers for brands," comments Townsend.

Townsend's career spans valuable contribution in various leading management roles on both client-side and in the agency world. Prior to joining Accenture Interactive, he was the group CEO for Wunderman Thompson.

Vukani Mngxati, chief executive officer of Accenture in Africa, says: "He is an exceptional leader with solid cross-functional marketing and advertising experience in areas such as brand management, sales, activations, digital, social and sponsorship."

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