

## Retroviral appoints new MD

Retroviral has announced the appointment of Pippa Misplon as its new managing director.

Misplon joins Retroviral from Ogilvy South Africa where she was previously the business director for its PR and influence division.

Misplon has years of industry experience and has worked on a number of leading brands, such as as SABMiller, Unilever, Audi South Africa, Tiger Brands, British Airways, Ster-Kinekor, Avis, Budget Group, Philips Africa, Pfizer, Huawei Africa, Netstar, Bidvest, Kimberly Clarke, SC Johnson, Game, Colgate Palmolive, FedEx and Simba.

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