

Greg Maloka turns super grass

Greg Maloka, founding member and ex-General Manager of YFM, has joined youth trends agency Instant Grass. Greg joins the agency as a partner and shareholder. Greg will help to drive the rapid expansion of Instant Grass, which has in the last year launched offices in Kenya and Nigeria as well as announced the launch of a Russian office. He will also be helping Instant Grass clients translate the agency's insights into practical strategies.

His experience in developing credible platforms for brands with YFM, particularly in township communities, is the perfect compliment to the expertise Instant Grass has already developed with clients such as Levi's, MTN, Unilever, MTV, Adidas and First National Bank. Greg, who has been much sought after since his departure from YFM, is no stranger to Instant Grass, having worked with the agency at the station as well as speaking alongside them at industry events.

Greg Maloka joined Instant Grass in December 2005 and is based in Johannesburg.

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