

Happy Friday makes leadership a collaborative effort

Through the line communications agency Happy Friday has appointed former group managing director Craig Naicker as co-CEO. Naicker will share the helm with Group CEO, Janine Kruger.

Based on a simple principle, co-CEO leadership is centered on the understanding that no one can be in two places at once. As the Happy Friday agency becomes known for its collaborative, people-centric structure, co-leadership is the logical next step in the role of the CEO.

By concentrating on their individual areas of expertise, Naicker and Kruger will play to their strengths as co-CEOs. Naicker's focus will be primarily external while Kruger will be more internally focused.

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