

New growth appointments showcase JPU's drive to deliver powerful digital experiences

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A true leader in integrated brand communications and the largest black-owned independent agency in South Africa, Joe Public United (JPU) is best known for being the number one creative agency committed to serving the growth of its clients, people, and country. In 2022, JPU continues to gear itself to bring that same growth-minded creative excellence to the world of digital.



While the agency is not new to creating world-class digital creative for its clients, its priority has deepened to focus on high performing and creatively inspired digital experiences, that put its clients' customers first through its specialist digital experience and technology agency, Joe Public Connect.

With a highly experienced, ever-growing team of digital strategists, experience designers, project managers and developers, Joe Public Connect is geared to support future-focused clients on this journey of growth.

Aligned to this, JPU is pleased to announce two new appointments that showcase its plans for growth in this space.

Vasilios (Vas) Varfis has been promoted from senior business analyst to technology and digital product director at Joe Public Connect. Varfis is the key driver of the agency's technical project deliveries, and crucially, he will also be leading innovation in the technology and digital product space.

Mia Roets has been appointed as experience design director at Joe Public Connect. Roets will be responsible for leading the agency's growth in customer experience design, user experience design and user interface design. Roets is a multi-award-winning digital creative, having won awards at Bookmarks and the New Generation Awards. Before this appointment, Roets worked as an integrated creative director at JPU since 2019.

Chief digital officer at JPU, Dan Herman says, "We're thrilled that both Vas and Mia will be working together to create breakthrough digital experiences for our clients and leading our agency and clients in this important growth area. The pressure on clients and agency partners to embrace digital transformation is stronger than ever, and appointments like these demonstrate our shift towards achieving digital excellence and our drive to deliver powerful digital experiences."

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Joe Public

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