

Baird's gets new deputy chair

Kelrose Trust, represented by Peter Mageza, Tuesday 29 March 2011, acquired a 25,1% shareholding in Baird's Renaissance, one of South Africa's leading communication and public relations companies, effective 1 March 2011. Mageza also joins the board as the deputy chair.



The agency is part of the international Baird's CMC association, represented in 12 major countries around the world through 26 senior partnerships and is also the Africa representative for Edelman, one of the world's largest independent PR companies.

Francois Baird, founder and chair of the 23-year old company, welcomed him on board. "Not only does our company and people greatly benefit from his wealth of business experience and strategic vision, but this would also be used to the best advantage of the local and international client base.

Mageza's other listed board memberships include Bidvest Group, Clover Industries, MTN Group, Rainbow Chicken, Remgro and Sappi.

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