

Tina Pienaar-Smit, Baxolile Msomi join Jaguar Land Rover SA's PR team

Jaguar Land Rover South Africa and sub-Saharan Africa welcomed two new additions to its public relations and communications team. Baxolile Msomi signs on as the new communications and PR manager, while Tina Pienaar-Smit will fill the role of PR and sponsorship specialist.

Pienaar-Smit, who has been working as sponsorship manager, has been a Jaguar Land Rover employee for nearly 11 years. She will take over the day-to-day PR operations from Izak Louw, who will return to product and pricing.

Msomi has worked in the motor industry for six years and has been with Jaguar Land Rover as communications manager since 2015. She will now be responsible for the strategic direction of brand communication as well as PR for Jaguar Land Rover South Africa and sub-Saharan Africa.

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