

Cell C names Melanie Forbes as its new chief marketing officer



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Cell C has appointed Melanie Forbes as its new chief marketing officer (CMO), effective August 1, 2023. With over 25 years of experience in the telecommunications, IT and consumer electronics industries, Forbes brings a wealth of knowledge to the company.

In her previous roles at Vodacom, she led initiatives in commercialisation, governance, operationalisation, products and services as well as brand management. Forbes' strategic expertise is expected to play a significant role in transforming Cell C's marketing efforts and enhancing customer-centricity.

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