

# New hire beefs up Boomtown's 'brand stewards' department

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Uyanda Manana has joined the [Boomtown](#) national agency network as its business unit director.



Bringing international experience, and 10 years in the health and beauty, telecommunications and FMCG sectors her knowledge and expertise will add to the agency's already impressive credentials.

Wayne Harrison, Boomtown's managing director commented on its new hire, saying: "Having worked as the business unit director for MTN's advertising agency, and in UK agency Publicis on FMCG brands, as well as in the UAE, Uyanda's diverse experience will help us to keep pushing the boundaries of unique and engaging brand communication."

After completing a Higher Diploma in Integrated Marketing Communications at the AAA School of Advertising, Uyanda started her career as the L'Oréal skincare product manager. From here she moved to Publicis UK, as an account manager for clients such as Garnier and the Prostate Cancer Charity.

In 2009 Uyanda moved back to South Africa and took up the position of Group Business Unit Director at The Jupiter Drawing Room managing MTN. The call of foreign shores called Uyanda again, but to the UAE where her role at Hariz M.E. saw her working with Abu Dhabi Motorsport Management, Abu Dhabi Awards, Bioderma and Emirates NBD.

Uyanda added: "Boomtown is an agency to watch, and it's an exciting time to be involved in a fast-moving, creative team. With huge ambitions and a strong vision, life at Boomtown is going to be exciting and rewarding, with a few challenges I am sure."

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