**APPOINTMENT ANNOUNCEMENT**

Zutari appoints new Chief Marketing and Communications Officer

**1 February 2022:** Leading consulting engineering and infrastructure advisory firm [Zutari](http://www.zutari.com) has appointed **Zipporah Maubane** as Chief Marketing and Communications Officer for Africa and the Middle East (AME).

The company renamed its Africa operations Zutari following its demerger from Australian partner the Aurecon Group in January 2020. “Since the demerger, we have re-engineered how we partner with our clients to strengthen our position in the infrastructure and engineering sector in the AME region,” says Zutari Co-CEO **Teddy Daka**.

“With her track record in brand management and communications, we look forward to Zipporah’s contribution in building trust with our clients and employees as we continue our journey as Zutari,” says Daka.

“We have done well in rebranding our business and positioning Zutari in our markets, and I look forward to Zipporah’s contribution in maturing our brand promise,” says Co-CEO **Dr. Gustav Rohde**.

Zipporah is a seasoned marketing and communications executive with a successful track record in the technology, FMCG, oil, and logistics sectors. She is a former marketing executive from Altron, having previously held senior positions at Coca-Cola, Sasol, BP, logistics company DPD and in the public sector.

She has worked in the rest of Africa and the UK, repositioning brands in B2B and B2C markets, managing crisis communications, driving internal communications for a winning culture, and building reputation and relationships with stakeholders in governments and the investor community.

Commenting on joining Zutari, Zipporah says she looks forward to working with Teddy, Gustav, and the leadership team to build Zutari into a brand committed to co-creating engineering design solutions that provide enduring infrastructure for all.

“This business has incredible depth of expertise and experience given its 90-year heritage. However, our brand is only two years old and still needs to be developed into a powerful asset. I am going to concentrate my efforts on building strong equity for the Zutari brand, so that it becomes a key driver of growth for the business and leveraging marketing to add new value to our relationships with our clients,” concludes Zipporah.

***Ends***

**Notes to the Editor**To download hi-res images for this release, please visit <http://media.ngage.co.za> and click the Zutari link to view the company’s press office.

**About Zutari**

As engineering consultants and trusted advisors, Zutari co-creates an engineered impact that enables environments, communities, and economies to thrive. Few others can match our local capacity, long-standing presence and understanding of the challenges required to operate successfully across various regions in Africa.

We have created an impact across Africa for the past 90 years (1932 to 2022) and remain committed to this continent, making us the perfect partner to those less familiar with working in Africa. We are experienced in international projects and our Global Design Centres allow us to bring world-class solutions to our clients.

As a private management-owned company, our commitment is true, and we have vested interest in our clients’ success. Our strong relationships allow us to connect the right expertise, processes, and resources to match client’s needs and bring stakeholders that have shared interests together.

We blend the old and the new. We have moved beyond traditional engineering and work collaboratively to integrate technical and creative thinking. This process of co-creation allows us to unearth new opportunities with our clients and partners.

Zutari’s broad collective of in-house, industry-recognised engineering consultants and trusted advisors provide seamless and integrated delivery. This unique ability to offer scaled engagement allows Zutari to solve complex challenges more efficiently.

Grounded in digital engineering, we continuously deliver better results.

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