

KEY PERSONAL PROFILES

GUY FRENCH – Managing Director

- Guy French has spent the past 37 years in the executive side of marketing and advertising, on behalf of advertisers and advertising agencies.
- A BA Law graduate, Guy began his career with a five-year spell at the Metal Box Company on the industrial packaging and marketing side, before moving to Markrite and GD Searle, where he spent five years in FMCG consumer marketing.
- He spent 5 years in the cosmetics industry as Marketing Director, first with Justine Beutilabs, and then with Coty South Africa. He then moved on to the renowned international advertising agency BBDO, as a Senior Accounts Director. This was the foundation of a career in advertising and communication.
- For the past 24 years, Guy has offered consultancy services, planning and executing advertising and public relations campaigns with emphasis on niche specialisation in the marketing of property. His prior executive association with a major Real Estate Company has been of considerable mutual benefit.
- Guy has also achieved a considerable personal track record of multi-unit and development land sales and therefore has practical, “on the rock face” experience which he brings to bear in the planning of any property promotional campaign. This is ultimately to his property clients’ benefit.
- Guy is the Chairman (Board of Trustees) of a very large Sectional Title Residential Complex and has gained considerable experience in the management and operation of such an entity.
- Guy is a keen cyclist, scuba diver and passionate nature conservationist. He lives in Magaliessig Sandton, with his wife Brenda.

FELIX CALITZ – Associate Strategist / Creative Director & Designer

- Felix Calitz is an advertising executive with 30 years experience in the local and international advertising industry. Trend watcher and change activator. Practising creative director, strategist and high-level designer.
- His portfolio includes in-depth experience on leading FMCG, Automotive, Financial, Corporate, Lifestyle brands and Services including:

Isuzu
Coca-Cola
Multichoice
Castrol
Opel
Gillette
NBS
Amfarms

Anglo Platinum
Goldfields
Summercon
Renprop
Space Developments
Sable Homes
Bakos Properties
Camel
SAAB
Volkskas
Clover (promo)
Bankfin
Lever Ponds
Unilever
Simonsberg, Flora, Ola
L'Oreal

- Awarded numerous local and international advertising awards including:

Plum
London Ad Gold
NY Ad Silver
CLIO
Loerie
One Award

- Married with two children. Lives in Paulshof, Sandton, South Africa. Travels extensively. Enjoys fly-fishing, Italian cooking, SA wines, good design, interesting people and African skies.
- “What excites me? The new, the different, the unexpected, the simple, youthfulness. Living Life.”
- “What turns me off? Bad planning, blinkered living, conformity, compromising attitudes, quick-fixes and 9 to 5’ers.”

THE TEAM

Ryan French – Associate Designer and Account Director

Huge responsibilities sit on this young man’s shoulders – he designs and executes major communication campaigns for us and services some of the company’s major clients on a daily basis and is responsible for multi-million rand advertising budgets.

Mohammad Bhayat – Multimedia/Web Designer

Young, enthusiastic and brimful of creative ideas, Mohammad is responsible for the design of the Agency’s multimedia and website designs.

Tania de Wit – Financial Manager

Tania is responsible for the financial management of the company and dealing with everyday financial matters such as invoicing, account queries, debtors and creditor payments. She is a keen sports enthusiast (European and English soccer mad), and plays both local league and provincial netball.

Kristen Vice – Media Planner/Production Assistant

With a background in labour law, Kristen brings an entirely fresh approach to media planning and administration, chasing deadlines, dealing with suppliers etc. Her attention to fine detail and no-nonsense approach to her work makes her an ideal person to fit this role.