

CircleSquare makes key appointments in APAC to drive omnichannel integration



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Retail marketing specialist CircleSquare has made a key leadership appointment to drive its expansion in the Asia Pacific region.

Cherifa Ben Slamia, currently General Manager of the agency's Singapore office, has been appointed Managing Director APAC, effective April 1. Her new role includes the leadership of CircleSquare's offices in Hong Kong, Singapore, Taiwan and mainland China.

She replaces Stéphane Zermatten, who will become a Non-Executive Director while pursuing other opportunities.

Said Ben Slamia: "I'm very excited to take the lead of CircleSquare's business in Asia, building on our retail design and integrated customer experience expertise to offer a truly end-to-end service at a time when travel retail is reinventing itself."

Added Zermatten: "I cannot think of a better person than Cherifa to lead our APAC offices. Not only will she bring a whole new dynamism to the agency and our clients, but she is ideally placed to drive the integration of our offline and digital expertise."

Additionally, CircleSquare has made a series of key senior management appointments.

Matt Penrose has been promoted to Creative Director APAC. He will head the 20-strong creative teams based in Hong Kong and Singapore, ensuring a seamless creative strategy and execution.

Kelvin Mok has been named Head of Production APAC, to implement cost efficiency and sustainability in the agency's supply chain.

Judien Wang has been promoted to Head of Digital APAC. He will oversee the extension of the agency's digital capabilities across the region, building on the past two years' China Travel Retail experience of delivering pre-trip-to-post-trip customer engagement and first-party data collection.