

**Interbrand Sampson de Villiers Appoints Sarah Lent as Managing Director**  
*Following a period of record growth, Sarah Lent is tapped to lead global business development for Interbrand's operations in Africa*

**New York, New York** (12 August 2013) – Interbrand, the world's leading brand consultancy, announced today that Sarah Lent has been named Managing Director of Interbrand Sampson de Villiers. Interbrand Sampson de Villiers serves as Interbrand's hub in Africa with offices in Johannesburg, Accra, Gaborone, Lagos and Nairobi. Lent will be based in Johannesburg and will report directly to Interbrand Sampson de Villiers CEO, Doug De Villiers.

Lent first joined Interbrand in 2009 as Director of Client Services in the firm's San Francisco office. During her tenure, she led the business development and marketing activities and generated long-term relationships with various global brands including Charles Schwab, Visa, HP, Intel, Cisco, and Google among many others.



As Managing Director, a new role in the Interbrand Sampson de Villiers office, Lent will help lead cross-disciplinary teams and deepen client engagements.

"Having relocated earlier this year from San Francisco, Sarah brings vast experience in managing global client partnerships and she possesses deep insights from having worked closely with our local, regional, continental and international clients," said de Villiers. "Her appointment comes at a time of record growth for Interbrand Sampson de Villiers and I have the utmost confidence that she will be instrumental in our continued success."

Commenting on the appointment, Lent added: "Africa has become one of the world's most dynamic growth regions and the potential to create and manage world-changing brands here is immense. I am honored to bring global best practices to this incredibly bright and talented team. Together, we will ensure each and every solution we deliver to our clients is culturally and geographically relevant."

Prior to joining Interbrand, Lent worked as an Account Director at Cahan & Associates, a San Francisco-based strategic design agency. While there, she oversaw a variety of brand launches, advertising campaigns, online initiatives, and packaging design projects for clients such as Skyy Vodka, Southern Comfort, Gap Inc. and ALDO shoes. Lent began her career in Sydney, Australia, where she worked in the marketing and communications department of a sports marketing and entertainment firm. She also worked in New York at a fashion design firm, where she managed the business-to-business and business-to-consumer publicity and marketing strategies for high profile brands such as Ralph Lauren & Adrienne Vittadini.

Lent is originally from Palo Alto, California and holds a BA from the University of Virginia.

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#### **About Interbrand**

Founded in 1974, Interbrand is one of the world's largest branding consultancies. With nearly 40 offices in 29 countries, Interbrand's combination of rigorous strategy, analytics, and world-class design enables it to assist clients in creating and managing brand value effectively, across all touchpoints, in all market dynamics. Interbrand is widely recognized for its annual Best Global Brands report, the definitive guide to the world's most valuable brands, as well as its Best Global Green Brands report, which identifies the gap between customer perception and a brand's performance relative to sustainability. It is also known for having created brandchannel.com, a Webby-award winning resource about brand marketing and branding. For more information on Interbrand, visit [interbrand.com](http://interbrand.com).

**About Interbrand Sampson de Villiers**

Based in Johannesburg, with offices in Accra, Gaborone, Lagos and Nairobi, we act as a hub for Africa. Working in close partnership with our clients we combine the rigorous strategy and analysis of brand consulting with world-class design and creativity. This reach enables us to conduct global research, investigate emerging trends, introduce brands across markets, and better service our clients where they want to do business. Interbrand Sampson has won FinWeek's AdReview 'Best Branding and Design Agency' in 2009 and 2010. Interbrand is a wholly owned subsidiary of the Omnicom Group, the global leader in marketing and corporate communications.

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