

BUSINESS DEVELOPMENT MANAGER:

Marcia Dippenaar

Marcia Dippenaar has held the position of Business Development Manager for Communicate


Personnel – Gauteng and Durban, for the past two years. She began her career with the group some 14 years ago (1996), as an IT recruitment consultant. Two years later, Dippenaar was promoted to team leader, a role which first introduced her to managing junior consultants. In 2000, she moved to Cape Town where she managed an IT recruitment branch for the business.

Five years later, Dippenaar relocated to Gauteng where she continued to



manage a team of consultants, and operate 10 key Cape Town clients. Two years later, she was promoted to her current managerial position within the group.

With her BEcon Honours (Industrial Psychology) and first-hand experience as a consultant; Dippenaar not only has a wealth of knowledge regarding the recruitment industry, but also an excellent understanding of a client's staffing needs.



ENTREPRENEUR

She believes that it is only through a partnership approach, where Communicate can provide valuable insights and understanding of the employment market; which assists companies in correctly positioning themselves within the market - thereby ensuring the employment of the best possible candidates.

Dippenaar currently drives a team of four dedicated Business Development Consultants, each assigned to various niche business areas within the organisation.

A member of the Association of Personnel Service Organisations (APSO), she has won numerous club awards during her years invested at Communicate; first as a consultant, and then later as a team leader.

WOMEN'S CHOICE JANUARY 2012