

# The Marketing Leader's *Playbook*

*How South Africa's marketing leaders earn the seat at the table, build teams worth trusting, and defend the budget — the leadership lessons from nine unfiltered conversations, done for you.*

## INSIDE, YOU GET:

- **The trust ledger** — how Ford SA's Tarryn Knight turns everyday admin into budget the CFO won't question
- **The billboard question** — the exact answer to 'what's the ROI of that campaign?' from a 40-year CMO
- **Data → insight → wisdom** — the ladder most marketing teams stop climbing one rung too early
- **The first-90-days clarity map**, the risk gate, the hiring filter — 11 named frameworks and one master checklist

*"A title makes you accountable. But character is what's going to make people want to follow you."*

— Melanie van Rooy, former CMO of the Clicks Group

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