

Samro appoints Annabell Lebethe as its new CEO

Annabell Lebethe has been appointed CEO of Samro effective 1 January 2023. She succeeds outgoing CEO Mark Rosin, who was named CEO and turnaround strategist in February 2020 to turn the company around.

Previously, she was CEO of Ditsong Museums of South Africa, a group of eight museums in the Department of Sport, Arts and Culture. Among her other leadership roles, she served as interim CEO of the Free State Performing Arts Centre, CEO of the Market Theatre Foundation and CEO of the National Arts Council.

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