

Heinrich Louw promoted at Xylem Inc.

Heinrich Louw has been promoted to regional marketing and communications manager (Middle-East and Africa) at Xylem Inc.

Louw first joined Xylem Water Solutions South Africa in 2012 after spending six years in New Zealand in various leadership roles for global companies. This international experience stood him in good stead as he tackled the role of marketing manager (Africa) for Xylem Water Solutions South Africa with extreme fervour.

In less than two years, Louw has succeeded in raising the company's profile in the South African media landscape; he has put owned media platforms in place and has streamlined the marketing and communications function into a well-oiled machine. A particular area of focus for Louw is the social media and digital space - always remaining a trailblazer with his sharp, innovative campaigns. Louw is driven to ensure that Xylem Inc. remains a thought leader across all platforms.

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