

Sharon Penhallrick new Telmar MD

Telmar Media Systems South Africa has simultaneously acquired SPC Consulting in a move to increase its position in the consulting area, as well as appointing Sharon Penhallrick, SPC Consulting's MD and owner, to the position of MD. Penhallrick brings her extensive South African and African experience to Telmar, together with her vision for expansion into the consulting market.

Telmar is moving to becoming a full service software and consulting company and SPC Consulting will continue to operate under the name Telmar SPC Consulting, with Penhallrick retaining her position as MD. The consulting business will continue to provide marketing, advertising, media and research expertise across the African continent.

Penhallrick has 26 years experience in the advertising and media business, has held senior positions in various agencies, key ones being MD of McCann Erickson Africa, media director of Ogilvy Mather South Africa and most recently MD and owner of SPC Consulting.

Penhallrick has served on the Universal McCann WorldWide Media Council (New York), was a Media Director Circle member in South Africa, a founding member of the Pan African Media Research Organisation (PAMRO) and has helped to establish media research across numerous African countries.

She has also travelled and worked-on-the ground in some 26 markets in Africa for numerous international companies.

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