

Rob Abraham returns from retirement to take on Kagiso Media



By [Jessica Tennant](#)

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Returning from retirement after having worked at Bytes Technology Group for many years, the last five of which he served as CEO, Rob Abraham recently commenced his position at Kagiso Media as interim CEO, succeeding Mark Harris who resigned last month.



Rob Abraham, interim CEO of Kagiso Media.

He had worked closely with Kagiso Tiso Holdings' management team during its investment tenure in Bytes, so Mbonisi Danisa, chairman of the Kagiso Media Board knows him to be the right fit for the position. "I have seen him inspire teams to innovate and deliver under immense pressure, with both integrity and passion."

Abraham says he's looking forward to working with the Kagiso Media executive team, the Board and over 900 colleagues across the group.

Here, he goes on to say why he's excited to drive the business forward...

What does the role entail?

My primary role is helping the business step up. I would like to see the business exceed all expectations in a demanding and tough but improving market. The people I have met, at Kagiso Media, are talented, experienced and capable. The planning processes are going extremely well and I look forward to the implementation.

Comment on your previous experience and work with Kagiso Tiso Holdings, and how this has equipped you well for your new position.

KTH were our empowerment partners at Bytes for many years. They added value to our business in a variety of ways and I always appreciated their advice and guidance in and outside of board and exco meetings. When I was asked to assist, I said yes immediately as I always felt welcome with KTH and still do.

■ **What do you love most about your career?**

Growing businesses and helping people do great work.

■ **What industry trends do you predict for the year?**

Digitising our businesses and improving workflows will play an important role in driving the business forward.

■ **What are you currently reading/watching/listening to for work?**

Holger Rathgeber and John Kotter's *Our Iceberg is Melting: Changing and Succeeding Under Any Conditions* – it's an easy read. Driving into work I listen to Jacaranda FM, the best breakfast show on radio by far. Martin Bester and his team are entertaining for sure. On the weekend I'm home in Umhlanga; I love watching rugby – the Xerox Lions are tops, and I listen to East Coast Radio – a stand-out, informative family-orientated music station.



Kagiso Media appoints Faith Daniels as Head of News for its radio brands

East Coast Radio 25 Jan 2016



■ **Tell us something about yourself not generally known.**

I try live life by the golden rule: "Do to others what you want them to do to you." It's difficult. I don't always succeed in doing so.

ABOUT JESSICA TENNANT

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