

New Endemol appointment

Lesetja Mogoba has been appointed as EWB commercial manager of Endemol South Africa, part of one of the global leaders in television and other audiovisual entertainment.

Mogoba comes from Underline Advertising and Promotions as an account manager. He worked closely with agencies to leverage key accounts and develop new business, as well as harness strategic business and corporate relationships. He was also responsible for strategy conceptualisation, campaign oversight, media liaison as well as rendering production assistance.

Within Endemol, he will be focusing on merchandising and licensing of consumer products, gaming and gambling (where South African law permits), live events as well as music publishing, mainly focusing on composition rights. The company's intellectual properties broadcast will be leveraged as ancillary products that the consumer can enjoy directly.

"Endemol Worldwide Brands (EWB) and Endemol South Africa have granted me a seat on their respective teams to extend the range of international brands for the South Africa and Sub-Saharan region of Africa, with revenue optimisation and business relationship harnessing being the aim," explains Mogoba.

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