

## Daniel returns to Telmar as MD

NEW YORK, US: Jennifer Daniel will join Telmar, a global supplier of advertising media information software, as MD of [Telmar Media Systems](#), effective 1 November 2010. Replacing Sharon Penhallrick, Daniel will lead the South African office and bring her rich experience in television research and strategy to work closely with all of its offices worldwide.



Jennifer Daniel

Daniel, who has 27 years of media research experience in the South African market, worked at Telmar early in her career before going on to hold a number of high level media positions. The last 14 years of her career have focused exclusively on the broadcast industry, working in radio and television at the SABC and e.tv. Most recently, she has worked as GM group research and audience strategy for e.tv where she was involved in the growth and development of the channel to the second largest in the market.

"We are delighted to welcome her back to the group and to be able utilise her deep knowledge of and passion for television media to leverage the company's tools across our global footprint," said Stanley Federman, chairman and CEO, Telmar.

"I have always had great respect and admiration for Telmar and the tremendous tools that it offers the marketplace," said Daniel. "I will help leverage and amplify the use of its robust TV planning and revenue management systems not only in South Africa but worldwide, across the company's equally diverse client base as well."

Daniel currently serves as the chairperson of the Pan African Media Research Organisation ([PAMRO](#)), is a member of the South African Advertising Research Federation's Television Audience Measurement Committee (TAMS) and is a full member of the South African Market Research Association (SAMRA) and will continue to serve on these committees.

She has also represented the National Association of Broadcasters (NAB) on the board of the South African Advertising Research Foundation as well as the [SAARE](#) Advisory committee.

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