

Nussey to take Mediaedge:cia forward

Mike Nussey, renowned media expert, will be taking over the helm from Michelle Meyjes at Mediaedge:cia in January 2007.

Born and educated in the Free State, Mike joined De Villiers & Co (now HerdBuoys McCann Erickson) as a media planner after earning his BA Communications Science degree. Following a ten-year advertising apprenticeship including media planning, client service and strategic planning, Mike was lured to Ogilvy & Mather Media Co-Ordination as managing director.

O&M Media Co-Ordination was spun out as a separate brand, Opt!mum Media, one of the first media independent companies in South Africa. Mike was at the forefront of managing the growth and direction of this company and in April 2001 was appointed managing director of MindShare, the agency formed as a result of the merger of Opt!mum with the media departments of Ogilvy and JWT.

Mike has more than 25 years' experience on diverse brands ranging from SAB, Sasol, Hyperama, Nestle, Plascon, MultiChoice, KFC, Nedcor and Eskom to Cartier, Montblanc and Stimorol.

Putting back into the industry, Mike is a former chairman of the Media Directors' Circle and has served on the boards of the Audit Bureau of Circulations (ABC), the Advertising Media Forum (AMF), the South African Advertising Research Foundation (SAARF), Ogilvy & Mather Rightford, and MindShare S.A.

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