

Management shuffles at Primedia Broadcasting

Primedia Broadcasting has announced that the group promotions manager, Simon Parkinson, will be leaving at the end of July 2014. He will be joining Ultimate Media as a shareholder and will continue to work closely with Primedia Broadcasting on campaigns and briefs.

Jadi Tillim will head the portfolio. Tanya Cruse and Sian MacGregor will join her in the Sponsorships and Promotions team in Joburg.

Samantha de Araujo has been promoted to Sponsorships and Promotions Manager in Cape Town.

The team will work very closely with Paulo Dias, the company's convergence specialist.

Sponsorships and promotions will leverage the strong operational competencies in digital teams led by Allan Kent and Khwezi Magwaza.

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