

Nick Booth appointed new CEO of Corobrik

SA brick maker Corobrik has named Nick Booth as its new CEO, with Dirk Meyer appointed the company's new COO. Corobrik chairman Peter du Trevou said that changes had been made for strategic business reasons and would enable the company to draw on the individual strengths of the two highly experienced business leaders.



L-R Nick Booth, CEO, and Dirk Meyer, COO, Corobrik

“Our two top executives go back a long way and have worked exceptionally well together side by side over the past three years. At times such as these, it is important for a business like Corobrik to draw on the expertise of its executives to ensure the best interests of customers, staff and shareholders are served. They make a great team and share an underlying trust that will take Corobrik confidently into the future,” du Trevou said.

Booth will draw on his retail skills as well as his commercial and marketing background gleaned during his career in various building materials suppliers, as well as head of Italtile, to steer the company through any turbulence en route to the country’s economic recovery post the Covid-19 lockdown.

Booth said that Meyer’s strong engineering background and production expertise is expected to not only facilitate the commissioning of the new R800m Driefontein facility but also continue Corobrik’s investment focus with the building of a new facility in Durban.

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