

Safari and Outdoor appoints new CEO

Concluding a sale of shares transaction between Safari and Marco van Niekerk, van Niekerk will be joining Safari, a niche national retailers specialising in outdoor equipment, clothing, apparel, books, firearms, ammunition, etc. as the new CEO.

Marco van Niekerk is the previous CEO of Incredible Connection, the largest South African retailer of technology products and services (part of JD Group and Steinhoff). As ex CEO of Incredible and director of the JD Group, Van Niekerk's track record speaks volumes around Safari's future plans. He has a formidable track record for mobilising strong teams in a number of retail and wholesale businesses over the years, including Iliad Africa and JD Group.

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