

# Farewell to the COO of the DMASA

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30 Jan 2015

The Direct Marketing Association of Southern Africa (DMASA) announced late last year that Alastair Tempest, the COO since 2012, has resigned in order to pursue other interests.

Chairperson of the Board, Vikesh Roopchand, acknowledged the part Tempest has played in building the reputation of the DMASA since he joined.

"His dedication to promoting the reputation of the association within the Interactive Direct Marketing (IDM) industry - both locally and internationally - has resulted in increased membership figures. The DMASA has been invited to represent SA at various international cybercrime initiatives, resulting in acknowledgement of the high standards of IDM in our country. We wish him much success."

"The Board is very positive about the future of the DMASA," confirmed Roopchand. "Firm foundations were laid in 2014, and our strategies for 2015 put us firmly at the level of IDM internationally. The appointment of a new COO will allow us to move in exciting new directions that will enforce the DMASA's position as the leading voice in the IDM industry."



*Vikesh Roopchand*

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The Direct Marketing Association of Southern Africa (DMASA) is a Section 21 company dedicated to the protection and development of the Interactive and Direct Marketing (IDM) industry. It established itself as an independent body in November 2005.

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