

Shamendran Naidu appointed Executive: Transit Ads

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With feet firmly cemented in the transit environment, Shamendran (Shamy) Naidu has been appointed to Executive: Transit Ads™. Since starting at Provantage Media Group in 2009, Naidu has assisted the company in making significant strides in the outdoor space and has been instrumental in the creation of the Airport Ads® division and the growth of the Transit Ads™ division.

Naidu, who is currently completing an MBA, is looking forward to augmenting and innovating advertising opportunities within the transit space. "I'm very excited at the opportunity afforded to me and look forward to helping grow the business further; within the current transit environment particularly. The country's transit environment is developing rapidly and there is great scope to grow. I look forward to being part of the team that is seen as being market leaders and specialists in the field," says Naidu.

Jacques du Preez, Chief Executive Officer: Provantage Media Group, is extremely pleased to announce Naidu's appointment. "It gives me great pleasure to announce the appointment of Shamendran Naidu to the position of Executive: Transit Ads™. Naidu will join the Executive Committee and will have full responsibility for managing and leading the Transit Ads™ business. We wish him and the Transit Ads™ team all the very best for the future and have full confidence that he will be very successful," says du Preez.



Shamendran Naidu

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