

# Direct sales maverick Christine Ince to join Primedia Broadcasting Cape Town Agency Division

Issued by [Primedia Broadcasting](#)

19 Dec 2017

Primedia Broadcasting Cape Town has appointed Christine Ince as agency account executive, effective 5 January 2018. Ince has played a formidable part of the direct team at Primedia Broadcasting working on top clients such as Canal Walk and Simply Asia.

Ince is also well known in the Primedia Group business having worked for Primedia Instore as an agency sales representative for several years before moving to broadcasting in 2015.

"Christine will be combining her experience and relationships with agency clients and couple this with her direct sales prowess to support our commercial strategy for our media agency clients," said Omesh Authar, Sales Manager Primedia Broadcasting Cape Town.

Authar added: "Christine joins a top team of agency executives including Luke Jeftha who has been with the business for 15 years and Lizette Du Preez a radio sales veteran. Agency clients can look forward to working with this powerhouse trio on creative solutions to not only drive awareness, but deliver ROI with our premium audiences."



*Christine Ince*

Christine can be contacted on:

[christinei@primedia.co.za](mailto:christinei@primedia.co.za)

021 4464893

**"947 refreshes its weekend line-up!"** 10 May 2024

**"Nisa Allie to lead credible journalism as newly appointed editor-in-chief of EWN"** 18 Apr 2024

**"Nothemba Madumo launches 'Jazz & Beyond'"** 10 Apr 2024

**"947's Anele & The Club Live: A spectacular showcase of music, entertainment, and surprises"** 9 Apr 2024

**"Anele and The Club Live: A radio extravaganza proudly brought to you by Pepsi"** 28 Mar 2024

## **Primedia Broadcasting**



Primedia Broadcasting is the home to premium radio stations in Gauteng and the Western Cape and specialises in omnichannel converged solutions that deliver results.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>