



# Looking to the future: Primedia Broadcasting welcomes new chairperson

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Primedia Broadcasting has appointed Geraint Crwys-Williams as the Chairperson of Primedia Broadcasting. This is an additional role to his current position as the Primedia Group's chief business officer.



In his new role, Crwys-Williams will help position the company to embrace new opportunities in the rapidly evolving media sector and add additional focus and impetus to Primedia Broadcasting's strategic initiatives.

Crwys-Williams brings to the team a wealth of strategic thinking and project management experience, thanks to his 15-year career as an executive at Primedia Group.

Eric D'Oliveira, Chief Executive Officer (CEO) of Primedia

Broadcasting, said he has enjoyed a positive working relationship with Crwys-Williams since joining the company in 2018, and is excited to have him on board: "I'm looking forward to his advice and support as we continue to reposition our business to take advantage of opportunities created by new technologies and data analytics."

Crwys-Williams' most recent specific focus has been on helping drive Group business development strategies, while he is also responsible for leading human capital, regulatory management, risk management and compliance.

Commenting on his appointment, Crwys-Williams said he is grateful for the confidence shown in him by Primedia. "I look forward to the challenge and am certain that working alongside Eric, Primedia Broadcasting will continue to grow audiences, and enhance its value proposition to its customers and its employees," he added.

Primedia Group CEO Omar Essack said Crwys-Williams' ability to focus on key strategic issues and to manage projects through to their conclusion make him well suited for a complementary role at Primedia Broadcasting.

"Geraint is a seasoned executive and a trusted member of the Primedia management team. I have confidence that he will be of immense support to Eric D'Oliveira and his team as they navigate through the multiple challenges and opportunities in the media environment," Essack concluded.

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