

# OPA announces new executive committee

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South Africa's digital representative body, the Online Publishers Association (OPA), has recently appointed their Executive Committee for 2010.

Adrian Hewlett, MD of Habari Media, has been re-elected as Chairperson. Deputy Chairperson has once again been assigned to CEO of Primedia Online and 365 Digital, Nikki Cockcroft. Cockcroft has also been assigned the new position of Chairperson of the Bookmarks committee.

Hewlett and Cockcroft have been fundamental players in the development of the OPA in the past three years, and together with their committee, have generated significant awareness for the online industry in South Africa. One of their many achievements has been the growth of the Bookmarks, South Africa's premier online digital awards which has been running for the past two years.

A new appointment to the Executive Committee is Karen Dempers, Marketing Manager of 24.com. Dempers will be taking over from Cockcroft as Head of Marketing and will be responsible for developing the OPA's marketing strategies.

The rest of the committee remain the same. They include:

Josh Adler (CEO Prefix) - Head of Measurement  
Andrew Lanning (Publisher & Editor - Sport24) - Head of Monitoring  
Colin Daniels (Head of Digital at Auto Trader) - Head of Research  
Ben Wagner (MD of Stonewall+ Digital Marketing) - Head of Creative

For more information on the OPA please call Theresa Vitale on 011 454 3534, or email her on .

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