

New executive committee for the Digital Media and Marketing Association

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Members of the Digital Media and Marketing Association (DMMA) voted for their new executive committee at the AGM held on the 19th of January 2012.

The eight-member executive committee (Exco) will once again be chaired by Nikki Cockcroft (Woolworths Online) who also holds the position of the Head of Bookmarks, the DMMA's digital industry awards. "Our new Exco for 2012 are a strong team of committed individuals and as always we appreciate the fact that they are volunteering their time and effort to the goals of the DMMA. It's going to be another great year."

Jarred Cinman from NATIVE was voted in as the new Deputy Chair. Cinman is a longstanding member of the South African digital industry, having founded one of the first professional web services firms in 1995. Cinman has deep ties in the community, pioneering many of the technologies and practices that are commonplace today. "I am a major supporter of the DMMA's work. I have been involved in The Bookmarks committee for two years, in addition to my business being one of the first agencies to join prior to the renaming from the OPA in 2009. It's a great honour to be voted onto the Exco, and I believe I can add significant value to the organisation", says Cinman.

Suzanne Little (MWEB) respected social media marketer and corporate social strategist, was voted in as Head of Marketing. "I'm excited to be working with such a brilliant team of great digital minds", says Little

Publishers' and agencies' interests will be addressed in separate portfolios, headed by Geoff Cohen (24.com) and Clint Bryce (Quirk) respectively. As one of the founding members of the original Online Publishers Association, Cohen has a strong understanding of both the history of the industry body and the ideals it was positioned for as well as the needs of online publishers. Bryce has over 19 years of experience in advertising and marketing of which 16 years have been in the digital industry. Bryce has both started and led creative teams in Johannesburg and Cape Town prior to taking office at Quirk late 2010 as Chief Creative Officer. He is a regular speaker and has acted as Loerie Chairman for the Digital Jury for three years.

Anastacia Martin (Mail&Guardian) heads the newly created Education and Transformation portfolio - a key focus area for the DMMA in 2012. "I firmly believe that the future of education in Africa is digital and am focused on contributing my time and effort to this cause", says Martin.

The measurement portfolio which manages relations with DMMA appointed measurement vendor, Effective Measure is headed by Paula Raubenheimer (Habari.) "I am committed to the DMMA's mission of promoting a single set of standards from a measurement perspective and working with the industry and our members in this portfolio."

Research is headed by Gustav Goosen (SpaceStation) who previously encouraged publishers to submit advertising revenue spend in his role as DMMA Head of Monitoring in 2011. Goosen, in his new role of Head of Research, will look at a repeat of the very successful, DMMA commissioned, 2011 research into top advertisers' digital spend, as well as other potential research topics to bolster the argument for digital marketing support. He'll also be the DMMA's representative at SAARF.

The 2012 DMMA executive committee is as follows:

Chair

Nikki Cockcroft - Woolworths Online
<http://twitter.com/@nikkicockcroft>

Deputy Chair

Jarred Cinman - NATIVE
<http://twitter.com/@jarredcinman>

Head of Marketing

Suzanne Little - MWEB
<http://twitter.com/@SuStokes>

Head of Agencies

Clint Bryce - Quirk
<http://twitter.com/@craniumjack>

Head of Publishers

Geoff Cohen - 24.com
http://twitter.com/@geoff_ink

Head of Education & Transformation

Anastacia Martin - M&G
http://twitter.com/@anastacia_am

Head of Measurement

Paula Raubenheimer - Habari
<http://twitter.com/@paularaub>

Head of Research

Gustav Goosen - Spacestation

Meet the team on the DMMA website: <http://www.dmma.co.za/about-us/meet-the-team-2012/>

Follow our twitter stream: http://twitter.com/dmma_sa

DMMA Website: <http://www.dmma.co.za>

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