

# Founder of one of SA's longest running online marketing agencies steps down

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[Synergize](#), a leading online marketing agency in Cape Town has seen an insurgent boom in the last two years. However, even though the last 24 months have been particularly fruitful, the company has been at the forefront of online marketing expertise since its inception in 2001 when it was known as The Search Maestros. Its founder is Chris Corbet who after 11 years of dedicated service to the digital industry is stepping down as CEO and the company's current Managing Director Shaune Jordaan is stepping into the role as Chief Executive Officer.



Chris realised the niche in the market for websites and what was once a hobby soon became a business as he started Synergize and introduced one of the first website visibility companies in South Africa. Considered a father of search marketing agencies in South Africa, Chris is a leading role player in the growth of the industry in South Africa and has watched his dream become a serious award-winning player in the South African digital space.

"Shaune has done great things with the company and I'm sure under his guidance we will continue to see it grow in the right direction, starting with our larger new offices to match our growing team. I am going to be taking on more of an advisory and chief financial officer role in the company, allowing Shaune to have full control over decisions and steer the ship," said Chris.

Since Shaune stepped through the doors of Synergize the company has acquired a number of high-profile clients such as Property24, FRANK.NET, Mr Delivery, Ramsay Media and the recently attained, Mr Price. The company was also the first digital agency to receive a gold Bookmark in the Organic Search Category at last year's event for their work on the Cash Crusader's website.

This year's Bookmarks shortlist saw the company achieve eight finalists; three organic search finalists, best natural search marketer, best young individual and three best copywriter finalists who make up the entire category. The team has high hopes for this year's Bookmarks and are looking forward to the awards evening on Thursday, 1 November.

Chris had the following to say after the announcement of the shortlist, "I am incredibly proud of the team and never thought something that started as a little hobby would become something so revolutionary. It's been great to be part of the growth of digital in SA and I have no doubt that Synergize will continue to rise to the everyday challenges that this fast evolving industry throws its way."