New chairperson at DMMA

The Digital Media and Marketing Association (DMMA) has announced that Jarred Cinman, MD and one of the founders of Native, will assume the role of chairperson for the DMMA for 2013.



Jarred Cinman

Previously the deputy chair, Cinman has been involved with the association for over five years, being one of the first to register his agency prior to the renaming from OPA in 2009. "Over the years, the DMMA has built its reputation as being a truly representative body of the digital industry in South Africa. The team has gone from strength to strength and we aim to continue the good work it has done over the years and build on that this year," he says.

Cinman has been involved in the South African digital industry since 1995, having founded one of the first professional web services firms in the country. He has been integrally involved in the Bookmark awards for the past three years.

"It is a great honour to be leading this organisation this year. I think digital finds itself at an important inflection point. We have gone mainstream but, in doing so, find ourselves in a complex landscape with many traditional players also wanting a part in the digital world. My hope is that together, the committee and I can assist our members to maximally benefit from the shifts in spend toward digital marketing in South Africa," he concludes.

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