

# Happy Ntshingila joins SuperSport as CEO

[Happy Ntshingila](#) will join SuperSport as CEO from 1 April 2012, reporting to the MultiChoice South Africa group CEO, [Intiaz Patel](#).



Happy Ntshingila

Ntshingila recently resigned from his position as chief marketing and communications officer at Absa, where he had been since [January 2006](#). An advertising and marketing veteran, in 1991 he co-founded South Africa's first black-owned advertising agency, HerdBuoys, together with Peter Vundla and Dimape Serenyane.

Commenting on the appointment, Ntshingila said, "I am very excited about this move into the broadcasting and entertainment industry and look forward to the challenges of my new role as CEO."

"We welcome Ntshingila to the group as the new CEO. With his extensive business experience and marketing expertise, he will be a valuable addition to the SuperSport team," said Patel.

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