

Ask Africa Group appoints Ken McArthur as EC

Ken McArthur has been appointed Executive Chairman for the Ask Africa Group to oversee its restructuring and expanding to find a niche in the media and marketing industry.



"The Ask Afrika Group is growing and we are launching an array of new products this year. Ken McArthur is the perfect person to steer our company into exciting, uncharted waters in South Africa. I am delighted that we found a leader of his calibre to welcome to our team," said Andrea Rademeyer, CEO and founder of the Ask Afrika Group.

The group is restructuring so that it is fully equipped to put in a tender for the joint media industry establishment survey. Target Group Index (TGI), for which the Ask Afrika Group own the local license, can provide a 'Touchpoints' type of survey which can function as modular plug-in to the establishment survey. This can be bought by those wanting to acquire in-depth brand information. In addition, TGI's SELs (Socio-Economic Levels) are a good alternative to LSMs (Living Standards Measures), with more comprehensive segmentation.

McArthur has extensive experience in the market research industry and was the MD of Nielsen for ten years. During this time he formed a separate division for media as per the global Nielsen standard. McArthur was the Senior Vice President for World-Wide Marketing for CIC Video International, a joint venture between Paramount and Universal Studios, based in London with line responsibility for Australasia for four years. He has held numerous positions in senior management and marketing both locally and in London.

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