

# Primedia Broadcasting sales restructures

Primedia Broadcasting announced this morning, Monday, 7 March 2011, that it has restructured its sales department to reflect a single team working across their Johannesburg and Cape Town stations (Talk Radio 702, 94.7 Highveld Stereo, 567 CapeTalk and 94.5 Kfm). Heading the team as group sales manager is Malani van Huyssteen.



The new structure sees the formal unification of the two regionally sales teams, which had been capable of managing deals across any or all of the four stations.

"Malani has often taken on difficult positions and managed her way through them successfully," said Primedia Broadcasting CEO Terry Volkwyn. "With this vast experience and wisdom I am confident that she will once again take us forward." Van Huyssteen has held numerous roles in a long and distinguished career at Primedia Broadcasting, most recently as the Johannesburg sales manager.

Andrew Cooper steps up to take the Joburg sales manager position. For the last two years, he has been managing the Joburg agency team which accounts for 80% of Primedia Broadcasting's business.

Simon Parkinson, formerly the promotions manager for Joburg, will now be the national promotions manager. Parkinson has been responsible for growing the promotions portfolio in Johannesburg, but with clients and campaigns crossing both regions, he has been managing a national portfolio for some time.

Van Huyssteen and Cape Town station manager Colleen Louw will be working closely with the Cape Town sales team to implement any changes deemed necessary to the Cape Town office.