

Top company and news stories 7 January 2019 - 7 Jan 2019

BY [LEIGH ANDREWS](#)

- Welcome to the new year! [#BizTrends2019](#) is here to inspire your strategy over the coming months:
Dion Chang and Khumo Theko on [the state we are in](#)
Bronwyn Williams on [how not to be evil in 2019](#)
Bongani Chinkanda on [the reality of future proofing](#)
Juanita Pienaar on [the problem with personalised messaging](#)
Lisa Steingold shares [3 tips for SA marketers, from Europe](#)
We'll cherry-pick content in our newsletters so as not to bombard you.
Also watch for the [#BizTrends2019](#) special newsletter in your inbox, later today
 - Charl Bassil explains his new role as [VP global marketing](#) at Absolut Vodka
 - Design Indaba appoints [Koleka Putuma](#) as theatre producer
 - The CPJ reports [2018 was the deadliest year for journalists](#) in the past three years
 - I also touch on the *Taste* of [custom publishing success](#) with Kate Wilson
 - In [#NewBiz](#), [Nedbank appoints](#) new marcomms agencies
 - In [#NewCampaign](#): [Rocomama's #Eatingisbelieving](#) and [rethinking drinking and driving](#)
 - Contributor Sylvia Schutte shares the importance of [LinkedIn for B2B](#)
 - I also go [#BehindtheSelfie](#) with [Tasmin Kingma](#), head of media at Hoorah Digital
- Read on and get ready for a dazzling 2019!

Leigh Andrews

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Andrews was on the inaugural Marketer of the Year

(MOTY) jury for the 2019 [Marketing Achievement Awards](#) (MAA) as well as an [#Inspiring50](#) 2018 nominee herself, and judged over 500 entries for the most recent [Epica Awards](#) - the only creative prize awarded by journalists working for marketing and communications magazines around the world. She's also serving on the IAB (SA)'s [#Bookmarks2020](#) Publisher panel.

Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, this is an almost 24/7 role that involves keeping one eye on your inbox with the other on your social media feed, to write breaking news stories and interviewing key people in the B2B space.

All made easier by 15 years of working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's media, marketing and PR publications.

For more, visit: <https://www.bizcommunity.com>