

# Cell C's Camerer to take marketing reins at MultiChoice



By Duncan McLeod: @mcleodd

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[Simon Camerer](#), the man who "appointed" comedian Trevor Noah as Cell C's CEO ("[chief experience officer](#)") and who led the makeover of the cellular operator's brand, is set to take the top sales and marketing job at DStv operator MultiChoice on 1 February 2012.

Camerer resigned as Cell C's marketing director at the end of last year after seven years in the position. He hinted at the time of his departure that a restructuring at Cell C, led by former acting CEO [Simon Duffy](#), played a role in his decision.

He is expected to replace MultiChoice's current sales and marketing director, [Graham Pfuhl](#), who is set to retire from the pay-TV operator.

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## ABOUT DUNCAN MCLEOD: @MCLEODD

Award-winning Duncan McLeod is the founder and editor of TechCentral ([www.TechCentral.co.za](http://www.TechCentral.co.za), @TechCentral]), South Africa's latest technology news site offering breaking news, in-depth analysis and opinion that launched in September 2009. Before that, he was associate editor at the *Financial Mail/FM*. Contact Duncan on email [duncan@techcentral.co.za](mailto:duncan@techcentral.co.za) and follow him on Twitter at @mcleodd.

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