

Gary Stroebel new OFM MD

Gary Stroebel, the current sales and marketing director at OFM, has been appointed to the role of MD as of 3 March 2008, the radio station announced yesterday, 26 February 2008. He replaces Lyndon Johnstone, who is taking up a consulting contract with African Media Entertainment, majority shareholders of OFM.



New MD of OFM

Johnstone will be consulting on a number of issues, including AME's latest radio acquisition: M-PowerFM in Nelspruit.

Commenting on his new appointment, Stroebel said, "OFM has had a wonderful period of growth over the past few years, and the chief challenge is to continue the trend. We aim to increase our audience share, improve our service delivery to clients, and continue to build out our range of media products and services.

"Central South Africa provides us with a vibrant and lucrative marketplace in which to continue innovating and creating. OFM is filled with creative, passionate and dedicated people, and it is a privilege to be given the opportunity to lead such a team."

Stroebel has been with OFM since 1996, starting out on-air and graduating through to management in 2000, and then a director in 2003. He was instrumental in rebranding the station two years ago, and has an enviable track record with OFM's sales channels over the past five years.

"The key to OFM's continued success is continuity in leadership. And so I'm happy that the board of directors has appointed Gary Stroebel as the next MD of OFM. With the right team of people on board, Gary has the ability to take OFM to the next level," stated Johnstone.