

# Adding marketing muscle to MTV Networks Africa

Pan African entertainment platform MTV Networks Africa (MTVNA) has made a number of key appointments in its marketing and commercial departments. This is in line with the network's ongoing growth and expansion plans, which recently saw further appointments within its Strategic Services, Finance and Commercial Departments.

## **Sinovuyo Dyantyi - Head: Marketing & Communications**

The network has recruited marketing expert Sinovuyo Dyantyi who will assume the role of Head: Marketing & Communications, MTV Networks Africa. Dyantyi joins MTV from the South African Broadcasting Corporation (SABC) where he served as Marketing Manager on the public broadcaster's leading television channel, SABC 1. During his time at SABC1, Dyantyi was instrumental in driving the successful re-branding of the channel, and also holds valuable experience in the areas of sales and marketing through stints with leading global blue chip corporations such as Unilever, Nestle and Kimberley-Clark.

In his new role, Dyantyi is responsible for the strategic management of the company's portfolio of brands across the African continent ensuring that the network remains at the forefront of entertainment, popular culture and media throughout sub-Saharan Africa. This will include managing the expanded footprint into new media, mainly online, mobile and radio platforms.

## **Sylvester Chauke - Marketing Manager**

Sylvester Chauke also joins MTVNA in the role of Marketing Manager. Reporting directly to Dyantyi, Chauke was previously with South African fast food giant Nando's where he served as National and Regional Marketing Manager. Prior to that, Chauke held senior account management positions in advertising agencies Network DDBO, FCB and Ogilvy & Mather, working on high profile accounts such as DSTv, Unilever, SAB, Sprite and Nelson Mandela Square.

## **Desiree Trout - Sales Manager, SA**

MTVNA has further strengthened its commercial department with the recent appointment of Desiree Trout, who assumes the position of Sales Manager - South Africa. Trout joins the pan African network from the International Marketing Council (IMC) where she served as Partnership Manager. Previous to the IMC, Trout held sales managerial roles in a number of leading TV broadcasters, the most recent being Sales Champion for SABC 2, where she was responsible for managing classic and sponsorship sales for the channel. Her sales experience also extends to free to air broadcaster e.tv and pay-television broadcaster M-net where she served as Account Manager. Joining Trout in the expanded sales team will be advertising sales executives Lesley-Anne Stanley, who joins MTV from Avusa Media, and John Kay, whose experience encompasses UIP, Alexander Forbes and Avusa Media.

Alex Okosi, Senior Vice President & Managing Director, MTV Networks Africa, said: "We are delighted with the new appointments within these key and strategic areas of our business. They position the network favorably in taking advantage of the growth potential of broadcasting and media in Africa."

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