

# Virginia Hollis to consult to Times Media

[Virginia Hollis](#), director of Magnetic Connection, is to join [Times Media](#) as strategic consultant.



As a deputy chairman of SAARF, board member of the Loeries Committee and ex-chairman of the AMASA, Hollis is one of the most respected and sought-after intellectual resources in South African media circles. In 2001, she was judge at the Cannes Media Awards and in 2011 received the Most Media Legend Award, as selected by peers in the South African media industry. With over thirty years' experience in all aspects of media buying, planning, strategy, negotiation and competitive analysis, the company is excited to have Hollis' expertise available.

"Her experience is perfectly aligned to support the culture of innovation, allowing the company to delve deeper into client strategies and deliver the most effective solutions to its advertisers. We are delighted to have engaged her as a consultant," says Trevor Ormerod, GM advertising sales and strategic communications, Times Media.

"Applying her insight into new product innovation, launches and marketing campaigns and advising on strategic responses to client briefs, strengthens the skill-set of our team, allowing us to maximise the synergy that exists amongst various media platforms of the group."

Hollis will also contribute to the recently launched Times Media Academy, where she will assist with lectures. The Times Media Academy is a value-add initiative that addresses the gaps existing in current industry training programmes and aims to strengthen the print media skill-sets of clients and their agencies.

Hollis adds, "The company has an exciting proposition for South African advertisers and I look forward to working with Ormerod and his team to further develop the robustness of their offering to the market."

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