

Taryn Copeman joins Forstå

Forstå has announced the recent appointment of Taryn Copeman as strategic commercial director. Taryn brings with her over nine years of experience in the advertising and media industry. She comes to Forstå from Habari Media, where she served as a national sales manager. She also managed key accounts for Child Magazine and Grey JHB.

As strategic commercial director, Taryn will be developing, leading, managing and implementing all commercial activities of the business. This means overseeing project development, identifying new market opportunities, determining the optimal pricing to balance profit with customer/client satisfaction, and directing marketing operations. While the position demands careful attention to the organisation's present activities in the marketplace, her role will also involve decision-making based on trends and future expectations.

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