

## DMASA CEO steps down

The current CEO of [DMASA](#), [Brian Mdluli](#), will be leaving office after five years in this position to pursue his business career but will remain on the board of the association as a non-executive director. The current COO, [Alastair Tempest](#), will run the organisation.



Tempest joined the association as a consultant a year ago and previously ran the Federation of European Direct and Interactive Marketing (FEDMA) in Brussels, Belgium, for 18 years. He has extensive experience in interactive marketing and running trade associations.

[Michelle Perrow](#), acting chair of the DMASA, said, "We have been fortunate to have had Brian as our CEO and we wish him every success in his next career move."

### "Keep it relevant"

Mdluli added, "I would like to thank the board and all the members for their support over these last years. We have accomplished a lot. The time has come to take the organisation forward and keep it relevant in an increasingly complex environment. I look forward to helping that process in a non-executive role."

The DMASA has 280 members representing marketers and service providers, ranging in size from multinationals to micro-businesses. Its mission is to represent the interactive marketing sector, to encourage education; support high standards of marketing through awards for creativity (the annual Assegai Awards), the Food Tree initiative for responsible environment policy; and best practices (the DMASA Codes of practice). It has just launched a number of specialised committees to serve the new interactive marketing sector.