

## Matthew Buckland to pursue creative 'spark'

Digital and mobile entrepreneur and a leader in the South African blogosphere, Matthew Buckland, has today, Tuesday, 2 March 2010, announced his resignation from 24.com to open up a Cape and Johannesburg-based digital and mobile agency and consultancy, [Creative Spark](#).



Based at 24.com since 2008, Buckland initially held the role of GM of publishing before establishing 20FourLabs, the rapid application and innovation arm of 24.com, where he spearheaded numerous digital innovations and projects.

Buckland says, "Working at 24.com has been an amazing opportunity. It's an innovative environment with highly talented people and I will cherish the relationships I've formed. I'm indebted to 24.com management and the staff at 20FourLabs for the experience. I now look forward to the next phase of my life in the great wild west."

With a team of more than 30 of some of the country's brightest online professionals, 20FourLabs currently has more than 20 innovation projects on the go. Among them is the award-winning Afridoctor application which scooped first prize in Nokia's continent-wide mobile application innovation competition in November 2009.

JP Farinha, 24.com CEO says, "Matt has been a valuable asset to the 24.com team and a key driver of innovation through his leadership of 20FourLabs. Although we are disappointed to lose someone of his standing and experience, we've always encouraged local internet entrepreneurs to build the industry and in that respect we wish him well as he pursues his own online endeavours."

### For more:

Matthewbuckland.com: [New pastures, new startup](#)

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