

Charlene Beukes appointed Chief Executive of Media24 Magazines

Charlene Beukes, previously General Manager of Media24 Magazines' weekly titles, has been appointed Chief Executive of Media24 Magazines. She will be taking over from John Relihan who retires at the end of this month.



Minette Ferreira, currently the General Manager of Media24's news operations in the north, will replace Beukes as Head of Media24's Weekly Magazine division.

Says Media24 CEO, Esmaré Weideman, "She has the right mix of business acumen, drive and leadership to take the division forward. I am really looking forward to working closely with her. We have a great portfolio of magazine brands, some very exciting digital properties and a fabulous team. I am confident Charlene will steer them to even greater heights."

Beukes, who has a B.Com degree and has worked for the group for more than two decades, has left her mark in nearly every division in the wider group. She started in the Beeld advertising sales team in 1989 and has held sales, marketing and management positions across Magazines, 24.com and MWeb. Relihan says she has built a legacy of highly successful firsts and turned around many ailing businesses.

Weideman paid tribute to Relihan, with whom she has worked closely for more than a decade. "He has made an incredible contribution to the magazine division and to Media24," she said. "John is a visionary and the changes that he has made over the past years has positioned the division well for the future. We will miss him dearly."

Fergus Sampson, CEO of Media24 News, said Ferreira's appointment was a big gain for the magazine division, but a huge loss for News. "We will miss her and wish her well."