

# Chris Borain appointed Head of New Business at New Media

Issued by [New Media](#)

23 Apr 2014

Chris Borain has been appointed Head of New Business at New Media, South Africa's leading multi-platform content marketing agency.



Prior to his joining New Media, Borain had spent more than a decade as the Head of the Primedia Group's Online Division. He then spent five years overseas working for the BBC before launching his own content marketing agency in Australia. Following his return to South Africa, he was the Commercial Director for The Daily Maverick.

Borain adds his considerable skills in the digital and content marketing worlds to New Media's rich stable of talent which provides award-winning content and digital products for some of the most prestigious blue chip brands in South Africa.

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