

BEE empowers management control of Rocketseed South Africa

The management team of email media pioneer Rocketseed South Africa has acquired a majority stake in the company, John Cooper, the chairman of London-based Rocketseed Group, has announced. Rocketseed was started by South African entrepreneurs and was subsequently bought by Cooper who saw enormous potential in the business.

Today the company has representation in South Africa, Australia, North America and the United Kingdom. Cooper says the transfer of majority ownership to the management team, led by chief executive Tess Sulaman, was in part recognition of the value that they have added to the business over the years. Cooper says this initiative will see Rocketseed South Africa becoming a black-owned and -managed business.

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