

Roger Jardine appointed group CEO at Primedia

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Primedia group has announced it has appointed Roger Jardine as its CEO, effective from next month.



Jardine, the former CEO of construction group Aveng (AEG), will replace Kuben Pillay, who will become executive chairman of Primedia for a year, after which he will assume the position of non-executive chairman.

Primedia's assets include Talk Radio 702, Cape Talk and outdoor advertising businesses.

Pillay said Jardine "brings a wealth of experience with him, having run two listed entities, including having been at the helm of a large and successful media company for almost a decade".

Jardine said he was "very pleased to be back in the media sector and I've invested a significant amount of my own capital into the business".

Before joining Aveng, Jardine was CEO of Kagiso Media.

"I have always believed that, beyond profit and enterprise, business can play a constructive role in society. I think Primedia is that kind of company and I am looking forward to continuing to deliver value to our stakeholders," said Jardine.

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