

MTN's leadership shift and the importance of marginal gains in marketing - 9 Nov 2015

BY [LEIGH ANDREWS](#)

Current [MTN CEO](#), Sifiso Dabengwa, has resigned with immediate effect. This comes after last week's news that MTN's operating licence in Nigeria has been renewed for another five years. Dabengwa cites the \$5.2bn fine MTN faces for failing to disconnect unregistered sim card holders in the country as his reason for leaving.

I found out how Havas Worldwide Tunisia gilded the '[Recycle to Learn](#)' concept for client UNCI Groupe BNP Paribas, taking home a gold Ubuntu Loerie for their 'Recycle to learn' campaign, which turns unwanted bank slips into a way to bolster children's creativity.

Adiv Maimon explains how to [become a better marketer with marginal gains](#). This works as you focus on just one area at a time, making a single change, and allowing enough time to gather data and observe the results. Only once you're certain that your results are an improvement, should you make the change permanent. Wise words.

PS: For more wise words, don't forget to [download our communications Special Focus PDF](#), curated by Louise Marsland!

Leigh Andrews



Andrews was on the inaugural Marketer of the Year

(MOTY) jury for the 2019 [Marketing Achievement Awards](#) (MAA) as well as an #Inspiring50 2018 nominee herself, and judged over 500 entries for the most recent [Epica Awards](#) - the only creative prize awarded by journalists working for marketing and communications magazines around the world. She's also serving on the IAB (SA)'s #Bookmarks2020 Publisher panel.

Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, this is an almost 24/7 role that involves keeping one eye on your inbox with the other on your social media feed, to write breaking news stories and interviewing key people in the B2B space.

All made easier by 15 years of working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's media, marketing and PR publications.

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