

John McCarthy new Atoll Media MD

The new MD of Atoll Media, effective 1 October 2007, is John McCarthy, the publishing house announced yesterday, Thursday, 15 November 2007. McCarthy replaces former MD Craig Sim who will be moving abroad.



John McCarthy,
recently appointed MD
of Atoll Media

“Atoll Media is a progressive youth market communications company. We have an amazing team of people who not only work here but actively live the brands they represent. I'm excited by the prospect of working with this team to play a key role in the next chapter of Atoll Media's development,” says McCarthy.

McCarthy joined Atoll Media in 2003 as assistant publisher on *Saltwater GIRL* magazine, where he was promoted to associate publisher and shortly thereafter to publisher, highlighting both his skills and knowledge of the media industry. In 2006 McCarthy became publications manager and publisher on both *Blunt* and *Saltwater GIRL* and in 2007 *Zigzag* magazine was included under his management.

A former professional surfer, McCarthy also brings a wealth of knowledge of the surfing industry, having spent two years on the Association of Surfing Professionals World Qualifying Series as a professional surfer. Today McCarthy is still surfing and represented South Africa in the 2007 ISA World Masters Surfing Championships.