

New executive appointments at Oasys Innovations

Exhibitions and events infrastructure supplier, Oasys Innovations, announced three new executive appointments at its Johannesburg and Cape Town offices. Kevin Kennedy, previously Chief Operations Officer (COO) in Cape Town has been transferred to Johannesburg to support the management team with strategic assignments. Graham Jeffery takes over as COO in Cape Town and Marilyn White joins as Chief Financial Officer.

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Kennedy will assume his duties at the company's head Office in Johannesburg in January 2009. He spent ten years with Oasys in Cape Town taking the company from a small systems supplier with a staff of ten, to a full exhibition and events services agency with 85 employees and many contractors. Kennedy, who spent several years in the pharmaceutical industry prior to joining Oasys, views the industry in the Western Cape as one of the best developed in the international market.

Says Kennedy: "With more than 2000 events during the last five years, the Cape Town International Convention Centre (CTICC) has made a major contribution in turning around the industry and is referred to by international customers as among the best in the world. During my years at Oasys I was involved in many memorable shows, notably the Boat Show, the Jazz Festival, and the International Diabetics Conference. A recent highlight for Oasys Cape Town was when we secured the agreement as preferred supplier for the carpets for all events to be held at the CTICC. Although I will have a new assignment in Johannesburg, I will still maintain contact with key customers in Cape Town."

Oasys Chief Executive Brian Kennedy says that the company has posted excellent growth locally and overseas and that the operational management structures need to be supported from existing resources. "Kevin is well versed with our internal and external affairs and customer processes, and he joins our national team to accelerate and realise our strategic objectives."

Jeffery brings to Oasys Cape Town 25 years of marketing experience, including management positions within the pharmaceutical and health care sectors, leisure products, the construction industry, as well as many years with the Massmart Group (Makro). He travelled extensively overseas sourcing merchandise, raw material, new vendors and new markets. "Oasys Innovations offers me the opportunity, in a creative environment, to further enhance customer value that is intrinsic to the company's behaviour. The Cape is a sophisticated market, and in many ways a benchmark for the exhibitions, conference and events industry. The team and I will aspire to live up to expectations in every respect - from innovation in product and service delivery, to quality and effective cost control."

Brian Kennedy concludes on the appointment of Marilyn White: "Marilyn brings to the company financial acumen from financial services companies First Rand and Rand Merchant Bank. She is a Chartered Accountant and, with our financial progress in recent times locally and in international markets, we need to get on top of all money matters as part of a professional business process."

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