

Aegis Media promotes Nic van den Bergh

[Aegis Media](#) has announced the promotion of [Nic van den Bergh](#) to trading director in Sub Saharan Africa, responsible for all trading activities of the group's companies - Carat, Vizeum, isobar, iProspect and Posterscope. He will also be heading up the group operations board, streamlining daily operations and client delivery.



Nic van den Bergh

He has an MBA through Oxford Brooks University, London (via Damelin College). His final dissertation on "The Strategic Advantages for e-Commerce Companies," gave him knowledge regarding the overall business environment and digital integrating within the business value chain.

Amongst other things, the role encompasses all client and publisher negotiation, collective trading of group spend in the region of R2.3 billion and lead integrated projects that leverage the group companies both in South Africa and Sub Saharan Africa.

Deliver on innovation

"This is an exciting time for the company, as we look to future proof our business through new revenue streams and opportunities for our clients. He has proven to be the best person for the role, due to his digit experience in building isobar's media business in South Africa over the last three years," said [Dawn Rowlands](#), CEO Aegis Media, Sub Saharan Africa.

His role within trading is to leverage a full service media solution to both internal and external Sub Saharan African clients, driving integration of the respective businesses within the group to deliver on innovation through communication solutions that live beyond single mediums.

This will be done through developing opportunities that live within the brand and communication ecosystem i.e. strategic buying opportunities and or branded content deals. He also has to develop a performance-based trading solution via its global trading desk AMNET, to deliver business returns throughout the media channel mix.