

Source moves to Primedia head office

Source, Primedia Unlimited's CRM and digital marketing company, has joined the corporate head office in Sandton. The company specialises in integrated digital and CRM marketing solutions for malls and the move allows it to be more closely involved with each of the company's subsidiaries.

The team, consisting of Lee Saunders, chief technology officer; Ilze Muller, executive: transactional services and Adri Visser, executive: client services are the key members of the company, each with their own specialisation.

"The move is a result of several factors. The first is that it makes sense and allows for synergy to have a team like this within our building, giving us access to a pool of talent specialised in the digital and CRM fields. Another factor is that of space needed for the growing team which Media City is able to provide," explains Molefi Moloantsoa, CEO of Primedia Unlimited's Mall Division.

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