Primedia Africa appoints new sales and marketing exec

Julie Ntokozo Mkhonta has been appointed as the new sales and marketing executive at Primedia Africa. Her focus is to grow the company's revenue, entrench a culture of accountability within all sales teams and to enhance visible change in the way Primedia Africa is seen in its current markets.



"We're very pleased to have Julie on our team," says Frikkie Cornelius, CEO of Primedia Africa. "Over her years in the industry she's gained invaluable experience in the world of TV, print, radio and now in the outdoor space and she has already established sustainable relationships with many advertisers and media agencies. We're confident she'll make a positive contribution to our business and our team."

Julie originated from the media industry with qualifications from the AAA School of advertising and the Vega school of advertising. In addition, she worked with the *Financial Mail*, *Business Day* and Summit TV brands before joining our national broadcaster where she worked for seven years. Last year, Julie completed a marketing and communications course at the business school of the University of the Free State.

"Primedia Africa holds fantastic appeal for me because Africa as a continent has so much opportunity for businesses, advertisers and investors," she says. "People are always hungry for new innovations and fresh platforms and I believe that Primedia Africa can offer that to its clients."

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