

Cornelius takes on the continent

Skhumbuzo Nkosi, Chief Executive Officer, Primedia Outdoor, has announced that Frikkie Cornelius has been promoted to General Manager, Africa Division to drive the outdoor operation in the African environment.



Frikkie Cornelius, GM Africa Division.

The previous incumbent, Mike Thomas, resigned to pursue alternative opportunities, says Skhum, "Frikkie has been with the Africa Division for some years where he has been a source of inspiration to all. He brings with him vast pan-African marketing skills and experience, and an array of strong relationships with his counterparts and clients in the African landscape that will be of great benefit in driving forward the next phase of our penetration into the lucrative African market".

Frikkie facts

Frikkie Cornelius' career with Primedia Outdoor commenced in November 1994, as part of the operations team. His responsibilities included outdoor and shelter advertising platform inspections and flightings.

Promoted to Branch Manager in February 1998, his portfolio included the accountability operations and development of both the Mpumalanga Region and the Swaziland operations. Just two years later, he was appointed as GM of the Eastern Cape Region, and took charge of all aspects of the Port Elizabeth and East London branches.

Frikkie became sales executive in May 2001 and relocated back to Johannesburg to handle the Unilever, Robertsons and UNB accounts and shortly thereafter was appointed as GM of Primedia Outdoor Namibia February 2002.

"My greatest success in this position was the acquisition of Creative Outdoor, a value-add to Primedia Outdoor, then, and now," he says.

He moved steadily up through the ranks and his latest promotion sees him as the General Manager of Primedia Outdoor's International Division, from where he will drive the outdoor operation in the African environment.