

# Leading organisations through digital marketing transformation with Daniel Courtenay

In this week's episode Let's Talk Digital host Audrey Naidoo chats to Daniel Courtenay, executive head of group digital marketing at MultiChoice. He started working in digital when ad networks were still a thing, with extensive experience across programmatic and media platforms. He joined MultiChoice in 2020 and has been leading the DMT journey ever since.



We look at DMT from an organisational maturity point of view with the understanding that success cannot be achieved if the organisation is not prepared to evolve. MultiChoice started its digital maturity journey 18 months ago with the aim to consolidate, drive efficiencies, get closer to partners, get better at measurement and reporting and have positive ROI.

Let's Talk Digital features every second Thursday on Bizcommunity Marketing & Media homepages and via <https://talkdigitalza.co.za/>, [Instagram](#), [Twitter](#), [LinkedIn](#) and [band.link](#), [iono.fm](#).

Audrey Naidoo is head digital marketing at Absa. A digital activist, podcaster, influencer, public speaker & and members of various professional bodies: IAB Brand Council member, MMA, CMO Advisory Council for Africa & MASA. Naidoo owns a podcast called LetsTalkDigital which aims to educate, share and open up digital conversations in the industry. Naidoo is a professional marketer with extensive experience in the broader digital ecosystem with a focus on commercialisation, data, tech, analytics, creative, strategy and digital marketing transformation. Tyran De Beer is the creative producer for Let's Talk Digital. A jack of all things digital and technical, aspiring to master marketing and finance trades. His passion lies in data, analytics, tech and measurement. He is the digital consultant at Absa and is responsible for driving the commercialisation of digital efforts across the enterprise. Previous experience has been on the agency side with a focus on media strategy, performance and ROI with a strong inclination to Google Ads.

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