

New CEO for Primedia Africa

Frikkie Cornelius has been appointed CEO of Primedia Africa, effective 1 March 2010. Originally promoted to general manager of the then Primedia Outdoor Africa Division in January 2008, Cornelius has been with the company's Out of Home Division since 1994.



Steve Ratlou, chairman of Primedia Out of Home says, "Frikkie has vast pan-African marketing skills and experience, and an array of strong relationships with counterparts and clients in the African landscape and we have full faith that in his position of CEO, Frikkie will continue to make valuable inroads into the lucrative African market."

Enhancing the appeal of out of home

Cornelius has said that the group has applied itself to use its media platforms through the Africa division which will investigate synergies: a single client point of contact across all the companies, offering strong, vibrant and cohesive media solutions in Africa. Plans are well in place to broaden Primedia's scope of products into the African market. "We are currently confirming which of our services will add to both current and potential advertisers who are either in, or looking to enter the African market," he says.

"The African landscape is such that outdoor and out of home media platforms are still preferred above many other traditional platforms in Africa. Legislations are not as tight in Africa, thus creating unlimited innovative ideas that enhance the appeal of out of home."

Background at Primedia

Cornelius joined Primedia Outdoor in November 1994 in operations, where his responsibilities included the supervision of the outdoor and shelter operations.

Promoted to branch manager in February 1998, Frikkie became responsible for operations and the development of the Mpumalanga region and the Swaziland operations. Two years on, he became general manager of the Eastern Cape region.

In May 2001, he relocated to Johannesburg as sales executive handling the Unilever, Robertsons and UN accounts before taking on the job of general manager Primedia Outdoor Namibia in February 2002.

Relocating to South Africa's Primedia Outdoor head office in December 2003 as assistant general manager of the Africa Division, Cornelius focused on developing and launching new markets. In 2006, the position

changed to that of operations and development manager.

Primedia Africa is represented in Namibia, Botswana, Lesotho, Swaziland, Mozambique, Namibia, Zambia Angola and Zimbabwe.

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