

ABN360 appoints new group head of corporate communications

ABN360 has appointed Nola Mashaba as its new group head of corporate communications. The group includes CNBC Africa and *Forbes Africa* brands in its portfolio.



Nola Mashaba

She will serve as the spokesperson and oversee communication and stakeholder relation strategies on the African continent for the group. Mashaba, who joined the group in August last year, headed up the marketing division for CNBC Africa and *Forbes Africa* magazine, following a career of over 10 years in advertising and brand marketing.

"We are delighted to announce the new addition to our corporate team," says Roberta Naidoo, group MD. "Her strong background in stakeholder relations, marketing, business development, 360° marketing, creative direction and brand management will bolster our strong media conglomerate, as we continuously expand our presence on the continent."

"It's an exciting time to take on this new role," says Mashaba. "My brief is to ensure that the group's mission is well-understood by the public, government and other key stakeholders in the public and private sector and highlight the contribution it is making in presenting a more balanced view of Africa to the world."

Mashaba holds a Bachelor's degree in Social Science from the University of Cape Town and an Honours degree from the University of South Africa, majoring in Organisational and Consumer Psychology.