

Primedia Broadcasting appoints Mark Jakins as its new CCO

Primedia Broadcasting has appointed Mark Jakins as its new chief commercial officer; Jakins will start in the new strategic business leadership role on 1 September 2017. Jakins joins Primedia from Peermont Hotels Casinos and Resorts at which he has served as both chief commercial officer and chief marketing and operations executive since 2006.

Jakin's experience spans the hospitality, entertainment, service, and FMCG industries, and includes exposure to the media environment as he also worked as the chief executive of commercial enterprises at the SABC from 2001 to 2006.

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