

Mfundo Ntsibande joins judging committee for 2014 MTN radio awards

Joining the judging committee for the fifth MTN radio awards, taking place in April 2014, is Mfundo Ntsibande, a marketing entrepreneur and former PBS radio marketing manager responsible for some of its radical brand positioning strategies.



Founder of Slick Branding & Media and also a director of Mackay Communication Solutions, he is a thought leader, writer and public speaker on branding and marketing.

He has over 13 years of experience in the industry, having also spent four years as brand manager of SABC Africa television (the then 24-hour news and entertainment channel) on MultiChoice.

Ntsibande also forms part of the judging panel of the PromaxBDA Africa awards, which honours promotion, marketing and design excellence in media marketing, be it as a company or an individual. He has again been approached, alongside other respected industry leaders, to be a judge for PromaxBDA Australia 2013.

The MTN Radio Awards aim to present a credible, well-judged transparent programme that promotes and recognises excellence in radio, with the objective of ensuring that radio remains one of South Africa's foremost media choices.

"I am very excited to be part of the MTN radio awards judging committee, as I am a passionate marketer and I look forward to contributing positively in benchmarking best practice in the radio industry of South Africa" he says.

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