

## **Fathima Beckmann named VIMN Africa director of communication**

Viacom International Media Networks (VIMN) Africa has appointed Fathima Beckmann as its new director of communication. In her new role, Beckmann will be responsible for VIMN Africa's youth, pop culture, and entertainment brands, which include MTV Base, MTV, Comedy Central, Nickelodeon, VH1 Classic, and BET International.

Throughout her career, Beckmann held executive roles in marketing, communication, and corporate affairs at blue chip organisations across Africa, Asia, and the Middle East.

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