

ABN appoints new digital media head

LAGOS, Nigeria - Peace Hyde, West Africa correspondent for Forbes Africa, has been appointed head of digital media and partnerships for Forbes Africa Online.



Peace Hyde

The ABN Group, owners of *Forbes Africa* and CNBC Africa platforms have appointed Hyde to head up the new digital platform, www.ForbesAfrica.com and drive user and engagement, as well as create ongoing partnerships with brands and affiliates to cement the dominance of the magazine which is the number one read business magazine amongst Africa's affluent, according to a recent Ipsos EMS survey.

Forbes Africa, launched in 2011, is the sixteenth local language edition of the highly successful Forbes magazine.

"The publishing game has changed dramatically in recent years. *Forbes Africa* has always had a passion for celebrating the people changing Africa and our new digital platform is in line with reaching that goal.

“The biggest trigger for the change we are experiencing is the imminent shift to digital. Companies like *Forbes Africa* which have already begun investing in this direction, as well as creating engaging content, will have a competitive advantage and we are excited that this new medium will create a paradigm shift in the way our loyal readers consume content”, commented Hyde.

Forbes Africa is six years old and with this major push towards digital media, the company is carving out strategies to make it ready for the future, said Frederic van Devyver, executive director, CNBC Africa and *Forbes Africa*.

“We are proud to appoint Peace Hyde to this role to help drive engagement from our millennial audience onto the online platform,” added Van Devyver.

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