

New chief at Octagon's helm

Heavy-weight sport sponsorship guru, John van den Aardweg, has joined Octagon South Africa as chief operating officer as part of the international sport marketing company's "beefing up" ahead 2010.

Aardweg brings a legal background along with 10 years of sports marketing experience to the fold, having being CEO of the Comrades Marathon from 2003-2004, and head of contracts at the Doha Asian Games Organising Committee in Qatar.

A sport fanatic, Aardweg has three Comrades Marathons, along with several Two Oceans Marathons, under his belt and regularly partakes in golf and squash.

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