

Media24 Africa appoints new Business Development Manager

A further strategic position has been confirmed at Media24 Africa as the company sets its sights on future growth and development in Africa. Rudi Hofmeister assumes the role of new business development manager. He will be responsible for market development in Nigeria, Angola, Kenya and Uganda.

Key to the business development function will be a focus on increasing magazine performance and advertising development, as well as project management on new titles planned for Angola and Kenya. Hofmeister was previously publisher of Cosmopolitan Kenya, and he has more than 10 years' experience in newspaper journalism as well as project management, training, sales and marketing management.

"Magazine performance in East and West Africa is growing steadily and we are optimistic about tapping into new markets that have potential for some of our titles," comments Hofmeister. "Working closely with management in each country as well as the editorial, sales and distribution teams, we look forward to achieving further market penetration."

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