

Malani van Huyssteen joins ECR

Malani van Huyssteen has been appointed as East Coast Radio's new commercial manager. Van Huyssteen joins the station from Ultimate Media where she was in charge of servicing major clients and media agencies, and developing and implementing account strategies. She has over two decades of experience in broadcasting, spending most of her career Primedia Broadcasting where she started as a sales representative for radio before working her way up to head of sales for four radio stations.

East Coast Radio managing director Boni Mchunu commented on Van Huyssteen's appointment: "Malani has so much experience in the advertising industry and I couldn't be more excited to welcome her to her new family at East Coast Radio. I look forward to seeing how she will elevate the East Coast Radio sales offering to our current and new advertisers."

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