

## TRADING PLACES

# Mobilitrix beefs up management team

**M**OBILITRIX has appointed Dave Wood chief operating officer responsible for finance, accounting, risk management and general administration.

Melanie Lambrechts has been appointed account manager responsible for building and managing new client relationships.

Before joining Mobilitrix in 2011, Wood was finance director of Global Vision and before that was head of finance for ForwardSlash and vice-president of finance for the Pikum Group.

Wood has a BCom, an HDipAcc and is a chartered accountant. He started in the world of finance at Ernst & Young in 1995 after qualifying as a CA. Thereafter he worked in London for eight years with British Sky Television, the Viacom Group (MTV and Universal Pictures) and Coca-Cola.

Lambrechts joins Mobilitrix as an account manager. She has been employed by Barrows Retail & Marketing Specialists in the advertising industry in Dubai, Durban and Istanbul for the past eight years.

During her time with Barrows she worked on marketing campaigns and solutions with brands such as Unilever, Cadbury, Coca-Cola and P&G.



FINANCE: Dave Wood

## HOOSAIN KARJIEKER



PRINT Media South Africa (PM-SA) has appointed Hoosain Karjieker president.

The CEO of the Mail & Guardian was unanimously elected at the AGM. He will also be president of the Newspaper Association of SA (Nasa).

Karjieker has been in the media industry for more than a decade and has been on the board of PMSA and Nasa. He is a member of the PMSA regulatory sub-committee and represents print media on various industry forums.

He was a financial manager at Multichoice SA before becoming financial director at M&G Media in 1999. He served as chief operating officer before becoming CEO.

The outgoing PMSA president is Prakash Desai, CEO of Avusa, who served for three years.

## ROBERT SMYTH

IT distribution company Drive Control Corporation has appointed Robert Smyth as its

Western Digital product specialist. Smyth, who is also responsible for providing support for resellers, will manage the brand of hard and solid-state drives for storage applications, computers and phones.

He will also manage and develop sales, handle marketing, promote and drive training, manage all

purchasing, sales and stock forecasts and keep abreast of market trends.

Smyth said: "I have now been given the opportunity to do what I am most passionate about — working in the information and communications technology industry."

He said his experience would help him

understand the industry and what was needed for product marketing.



## KAGISO MSIMANGO



KAGISO Media has appointed Kagiso Msimango head of research, trade and consumer marketing of its broadcasting division. The new position also puts Msimango in charge of driving the company's innovation initiative throughout the group.

She was previously group executive for Kagiso Broadcasting, responsible for overseeing the strategic direction and operational activities of Kagiso radio stations East Coast Radio, Jacaranda 94.2, OFM, Heart 104.9 and iGagasi, as well as radio airtime sales house Radmark.