

Senior editorial appointments at Bizcommunity.com

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Bizcommunity.com has made some senior editorial appointments and promotions to ensure that it continues to dominate the media industry as the leading source of business-to-business news across industry sectors.



Leigh Andrews, Cindy Peters & Beverley Klein

Editor and acting Head of Content, [Sindy Peters](#), has been promoted to Managing Editor of Bizcommunity.com. Her role will be to manage the content team on a day-to-day basis, ensure content targets are met and further expand the content team to support ongoing growth within the new industry verticals. She is also the editor of Bizcommunity.com CSI & Sustainability, Energy & Mining, Property, and Building.

Peters joined Bizcommunity in 2006 as Support Manager and Production Assistant. She has been Editor: Bizcommunity Media & Marketing Africa and Greenbiz. "The Biz content team is made up of vibrant, inspired individuals who provide breaking news and must-read content - my last nine years at Bizcommunity has been truly enriching. From marketing to mining, we're excited to continue to help build strong, empowered, sustainable business communities across Africa," says Peters.

Senior editor, [Leigh Andrews](#) has been promoted to Editor-in-Chief of Bizcommunity's Media & Marketing portal, responsible for driving content strategy as well as writing, editing and commissioning content. Deputy Editor, [Beverley Klein](#), who joined the team in 2012, ably supports Andrews in continuing the dominant presence of the 14-year-old flagship portal.

Andrews' former experience includes Newsclip's Updates editor and weekend editor of the *Mail & Guardian Online*, and she has made a considerable impact on her portfolio in her year with the team. Andrews comments: "As a Biz Editor I have really enjoyed all the networking opportunities with the amazing personalities and organisations that make up the greater South African advertising, media and marketing communities. It's an honour to be onboard at such an exciting time in the dynamic media industry."

Former Bizcommunity.com Editor and a current columnist and specialist industry writer, [Louise Marsland](#), has been appointed as a Contributing Editor, consulting on content strategy, mentoring and training, and producing revenue-generating special projects.

Marsland produced and edited [BizTrends2015](#) and successfully launched special in-depth editorial features for

Bizcommunity.com in the last quarter: [Content Marketing](#) and [Digital Marketing](#). She began her journalism career in daily newspapers 29 years ago and has been an editor and journalist in the media and marketing industry for 20 years, editing B2B publications such as Bizcommunity.com, *AdVantage*, *Marketing Mix*, *Business Brief* and *Progressive Retailing*. She holds a Masters in Commerce degree (Strategy & Organisational Dynamics) from the University of KwaZulu-Natal's Leadership Centre.



Louise Marsland

Said Marsland: "It's been great working with the Biz team again this past year and I look forward to helping further develop their talent, hone content strategy, as well as stretch myself in writing in depth trend reports on the industry. I am passionate about business-to-business publishing as a repository for industry IP, a knowledge exchange and a true community of practice. Bizcommunity has the audience and has never deviated from its vision to dominate the B2B industry in Africa. I look forward to making a contribution."

Bizcommunity.com is the largest multi-industry site in South Africa and Africa, reaching over 332,000 readers across the continent and globally, every month. Having initially launched the business-to-business news service in marketing and media South Africa in 2001, it has since expanded to cover 12 countries across Africa and created separated sites and newsletters for 18 industries in South Africa.

Bizcommunity.com CEO, Andre Rademan, said the appointments are in line with the strategy to invest in quality content in South Africa and Africa's biggest marketing and media portal, whilst continuing cross-industry expansion in Africa.

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