

Bizcommunity.com makes three senior appointments

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Bizcommunity.com has made three senior appointments as it begins to roll out its 2011 expansion strategy.

Sales guru **Samantha Africa** has joined the team to manage this national portfolio as National Sales Manager.

Africa began her journey in media many years ago with her experience ranging from newspapers, recruitment to radio. She played an integral role in the re-branding and phenomenal growth of one Cape Town's top regional radio stations and thanks to her fierce determination and keen insights, Africa now leads one of Cape Town's most dynamic online media sales teams. Her strong entrepreneurial skill is what Bizcommunity needs to take the company's sales force to the next level.

"Online media is new challenge for me and I am excited at the prospect of growing Bizcommunity income twofold in the next year. I want to drive the team to offer flexible solutions to our clients. We are in the business of selling ROI and I firmly believe it is what will set us apart from the rest," says Africa. "I look forward to playing a crucial role in the future of Bizcommunity going forward."

With more than 15 years' experience in sales and marketing, as well as a few tricks up her sleeve, Africa is sure to bring another dimension to the online sales environment and to the Bizcommunity leadership team.

After 10 years of unofficially steering the Biz brand, **Terry Levin** has been appointed Chief Branding & Creative Officer.

In her position she will be responsible for the brand and for the look and feel of all materials, media and communications associated with our organisation across all current and future portals and sub brands.

Levin is the founder of Off the Shelf Marketing - a Cape Town-based strategic marketing and design consultancy, specialising in a contemporary Afro-centric approach to brand architecture and a relentless pursuit of the WOW! factor.

Off the Shelf has built every client brand they have touched to world class status via their approach, which simply anticipates adding value at every point of interface with a customer whether retail, print, experiential, digital or online.

Levin has presented her case studies at conferences and seminars around South Africa, in the UK and at the PACE Packaging forum in Rome. She has launched her own fashion label - Abandon International Brands - and is a regular contributor of event coverage, opinion and trend forecasting to bizcommunity.com.

Warren Harding takes up the position of Marketing Manager.

After studying a Bachelor of Commerce at the University of South Africa, majoring in Business and Marketing Management, Harding went on to a leading international FMCG company with special focus on trade marketing and the South African retail industry.

This led to the start of a 9-year career in marketing and media which has seen Harding work on some of the biggest magazine brands, both locally and internationally. He developed with *FHM*, *heat* and *Cosmopolitan* locally, and then went on to launch *Men's Fitness* and *Esquire* in the fast-growing United Arab Emirates publishing market. With an initial focus on strategic marketing, and trade marketing cementing his interest in stats and figures, the focus quickly shifted from print to the growing world of digital and on screen marketing.

Bizcommunity.com combines both of Warren's passions, marketing on all platforms and the exciting, immediate and ever

changing digital world.

Samantha, Terry and Warren can be contacted at samantha@bizcommunity.com, warren@bizcommunity.com and terry@offtheshelf.co.za or by telephone on +27 (0) 21 680 3500.

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