

Media24 Africa appoints Rudi Hofmeister 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. Rudi 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.

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