

Vizeum South Africa key management changes

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Vizeum ended 2015 on a high, being named Financial Annual Adfocus Media Agency of the year. During 2015 it also passed the R1bn billings mark for the first time, had its fifth consecutive year of double-digit revenue growth and won a number of awards for media innovation. It is this momentum, together with Vizeum's belief in empowering its staff, that has allowed for growth opportunities within the existing management team and its staff.





Tanya Schreuder





Richard Procter





Kelvin Storie





Shahaam Abrahams

Tanya Schreuder and Richard Procter, former shareholders, launched the Vizeum brand into South Africa in a joint venture with Aegis Media at the time, will both be taking on group roles within Dentsu Aegis Network SA. Tanya will start her new role in June as Group Managing Director Media Brands and Richard will be taking a sabbatical from May and return to a group role in 2017. After an incredible journey of over eight years, both are excited to take on new challenges within the group. This will also allow for a full and comprehensive handover to the new Vizeum leadership team.

On that note we are very excited to announce that Kelvin Storie has been promoted to Group Managing Director of Vizeum as of March 2016.

Kelvin has been with Vizeum since the brand launched back in 2007 and has worked across Vizeum clients, in both Cape Town (CPT) and the Johannesburg (JHB) offices. He spent the last few years running the Vizeum JHB office as Managing Director JHB, with Shahaam Abrahams, Media Director JHB. The Johannesburg office is almost the size of our already large CT office, with key clients like BMW, MINI, Tracker, Total and BBC Worldwide. Kelvin has also won numerous awards for media innovation and was instrumental in the recent pitch wins for both BMW/MINI and BBC Worldwide. He will be based in our JHB office, with Shahaam as Media Director JHB. A new appointment will be announced shortly as the Media Director for the Cape Town office starting from July'16.

We are confident that Kelvin and the new leadership team are up for the challenge to continue the success of Vizeum SA into its next chapter.

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