

Primedia Outdoor expands into Zambia

Primedia Outdoor's growing international division has expanded into Zambia to offer advertisers additional access to Africa under the helm of MD Gareth Letherby, who brings a wealth of experience in business in Africa with him.



Gareth Letherby

"Gareth's intimate knowledge of transacting business in Africa was earned largely in Zambia," says Mike Thomas, GM Primedia Outdoor's International Division. "We welcome his Pan African skills to the team."

Letherby has been immersed in business in Africa since 1997, when he assisted re-launch Kodak into southern Africa. During this time, outdoor advertising captured his attention and he invested a further five years, honing his skills in this medium.

"Results driven, Gareth strives for customer service excellence," adds Thomas. "He draws on his affable and friendly nature to develop and nurture lasting business relationships, and employs his great understanding and experience of the African market to meet the challenges he faces there."

Says Letherby, "I am passionate about the outdoor industry and driven by team work and structure. I'm committed to making Primedia Outdoor in Zambia accountable to all its stakeholders by providing innovative outdoor advertising products and services that will add value to advertiser's offerings and services."