

Mzukisi Deliwe from Provantage Media Group

 By [Beverley Klein](#)

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Mzukisi Deliwe has been appointed deputy chief executive officer at Provantage Media Group. He was formally the executive director at the out of home media group, and in his new position he will further strengthen the company's leadership team.

His accolades include the acclaimed ACSA Feather Award for Best Advertising Concessionaire in 2012 and 2014 at King Shaka International Airport, Best Advertising Service Provider in OR Tambo International and Cape Town International Airports in 2013, Best Advertising Concessionaire at OR Tambo in 2014 as well as Advertising Service Feather Award 2015 for Cape Town International.



Briefly tell us about your role as deputy chief executive officer?

Deliwe: I will continue to build our airport advertising business to be a leader in Africa. I will also continue to head up the new rights acquisition processes and ensure that we have great Government stakeholder relations.



What will your first order of business be?

Deliwe: Ensure all current rights are renewed and that we grow our share of out of home spend.



What is your core strategy as deputy chief executive officer at PMG?

Deliwe: My core strategy is to continue to grow our airports business in Africa and beyond, and also ensure that we attract and grow our share of out of home spend for the group by focusing on key clients and by acquiring key new rights.

The biggest trend to note in your industry?

Deliwe: The proliferation of digital platforms. Currently there is a spike in demand for advertising within the airport environment and as such it's a good space to be in.

What is your main business challenge?

Deliwe: Innovation and being innovative in all key areas of the group. Innovation is an essential element for growth in both footprint and portfolio offerings.

Most important attribute/s needed to do your job?

Deliwe: Business and industry saviness overall.

As it's Women's Month, do you think it's important having a month dedicated to women?

Deliwe: Yes, women need to be celebrated for their contribution in business and for what they do for their community and their society at large.

What's at the top of your bucket list?

Deliwe: At the very top is to play Pro Am golf in the US open. Can you imagine rubbing shoulders with the top golfers of the world at one go?

ABOUT BEVERLEY KLEIN

Beverley Klein is the editor of the Marketing Media South Africa section on Bizcommunity.com. With a background in journalism and historical studies, she's dived into the world of industry news, curating content, writing and interviewing thought leaders. She's often spotted in a forest on the weekend and rarely seen without a camera. Follow @BevCPT.

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