

# OPA appoints Executive Committee

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The Online Publishers Association (OPA), South Africa's independent representative body for online publishers recently appointed its 2009 Executive Committee.

Adrian Hewlett, MD of Habari Media, was voted in as Chairperson, whilst Nikki Cockcroft, CEO of Primedia Online was voted in as Deputy Chairperson and Head of Marketing. Both Hewlett and Cockcroft facilitated the phenomenal growth of membership in 2008 by opening up the organisation to smaller publishers and agencies, and were instrumental in launching the Bookmarks, the first dedicated digital awards. Their re-appointment is testament to the faith the organisation has in this dynamic duo.

Ben Wagner, MD of Stonewall was appointed as Head of Creative, a new role which aims to nurture creative excellence in digital design, and encourage traditional agencies as to the inherent potential within online media.

The following additional appointments were made:

- Head of Measurement Josh Adler (Prefix Technologies, Music Industry Online)
- Head of Monitoring Andrew Lanning (Media24)
- Head of Research Colin Daniels (Avusa)
  
- Finance Bruce Wademan (Primedia Online)

For more information on the OPA, or to join, please call Theresa Vitale on 011 454 3534, or email her on .

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