

RIP Paul Wilkins

Paul Wilkins, former CEO of Mediacom and MediaCompete, has passed away.



Paul Wilkins

A year ago, retired media channel consultant, Paul Wilkins confirmed the sad news that Gordon Patterson had passed away.

He commented at the time: "Despite being a competitor, he was always a good friend - in fact, a great friend."

Now, Wilkins himself has passed away following a battle with cancer.

Ann Nurock, former CEO of Grey SA shares:

"Paul and I were business partners for many years, but more importantly, great friends. While we lost touch over the past few years, I will always remember him as a larger than life, amazing human being who will be missed but never forgotten."

Trevor Ormerod, GM group sales and marketing at Times Media until last year, comments from overseas:

"Paul was a long-term friend and mentor. We spent many hours discussing not just media, but also life and took lots of client trips overseas together. Paul was full of life, fun, passion; a true media man who will be sorely missed and never forgotten. RIP my friend. SA media has lost a true doyen."

Britta Reid, independent media consultant and former MD of MediaCom SA adds:

"Paul had a prodigious appetite for life and work. He was renowned as a wily, yet likeable negotiator, and an astute business strategist. He had a talent for spotting opportunities, and built MediaCom into a formidable media agency. He was a true maverick. As much as he was a large and charismatic industry figure, he was also someone who cared deeply about the people who worked with him. He always gave his people opportunities to grow and take responsibility, and did his best to help them through any personal and private difficulties. Many of us in the industry, who worked directly for him, or more indirectly with him, will remember him with great fondness. Doubtless each of us will treasure our own unique "Paul" moment."

Peter Langschmidt sent in the following, on behalf of the PRC:

"The PRC are deeply saddened at the passing of Paul Wilkins. On behalf of all our member publishers, the Rescom and all staff and consultants, our thoughts are with Kate, Jorja and Niall. In my entire career in advertising, I can honestly say that I had the most fun in the years that Paul and I worked together. He had a wicked sense of humour, was always in a good mood and loved to chat about anything and everything. As any media owner will testify, he was also the most accomplished rate negotiator in the industry. Hamba Khale, old mate."

Ross Sergeant, managing director at Limelight Consulting sent through the following:

"Dear Paulie. Thank you for everything. For showing me so many things I try to (not always successfully) live up to every day because of you: how to find light in a serious situation without losing focus on what's important, how to negotiate hard with partners but still enjoy a beer after like best friends, to operate with absolute integrity at all times in an industry full of quid-pro-quo freebies, where to seek help when a business decision hasn't gone quite how you hoped ("I think we need some help on this one"), to be humble no matter whose company you keep, to not take rubbish from anyone however

important they feel they might be, for being my work dad in JHB when my own was far away in Cape Town, for inspiring me to do what you do in this little industry of ours (hopefully even a smidgen as well as you did it) every day. RIP my friend and mentor. Sending love and hugs to Kate Wilkins, Jorja Buckham and Niall. Your husband and dad was admired and loved by a whole industry and will always be remembered with bundles of love. ”

Ken Varejes, Group CEO of Nfinity says:

“ Paulie was an absolute legend in the ad industry – his humour and ability to engage with all who entered the industry was exceptional – always willing to chat to everyone and add value to their day. "Hello my son" is how he greeted me whenever I met him and I will miss his levity and broad smile. If only the ad industry was made up of more of the like of Paulie we would all be that much richer. Paulie taught us all so much about the industry and life in general and no one left his offices not feeling a bit better about their day. Paulie you may be gone but you will always be in our hearts. Go well my friend and know that all of us will be there for Kate, Niall and Jorga. ”

“ Paul Wilkins died this morning. A very dear friend who will be deeply missed by me & the entire ad industry. Much love to his family. So sad— Brewers Apps (@BrewersApps) [June 27, 2017](#) ”

Bizcommunity sends our condolences to Wilkins' wife Kate, children Niall and Jorja, family and friends. Please share your comments and tributes below.

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