

# Immedia appoints Kevin Leo-Smith as CEO

Kevin Leo-Smith has been appointed as CEO of Immedia. The appointment comes during a time in which Immedia has begun establishing itself as a world-first digital platform within the South African and world markets.

Leo-Smith joined Immedia as a client in 1997, and thereafter served as a non-executive director from 2010. He is also co-founder of Phinda Game Reserve and Conservation Corporation, and Kwando Safaris in Botswana.

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