

Primedia Broadcasting appoints new CFO, marketing strategist

Primedia Broadcasting has appointed Kagiso Msimango in a new strategic marketing role while Lucy Diole has been named as the broadcaster's new CFO. Msimango joins Primedia Broadcasting from the Primedia Group, at which she led the marketing across all of Primedia's media assets.

Diole is an SAICA-accredited chartered accountant and served as the CFO at her previous employer.

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