

Doug Mayne new MD of Primedia Lifestyle

Following the promotion of Paul Carsley to divisional COO of the retail cluster of businesses within Unlimited, Doug Mayne has been appointed as the new MD of [Primedia Lifestyle](#), which handles the R100 million marketing budget of 50 shopping malls nationwide.



Doug Mayne

Mayne (34) founded his marketing and advertising career at Ogilvy Durban where he progressed from account executive to group account director. He joined Primedia Lifestyle in 2007 as the KZN regional marketing manager, was promoted to national marketing executive and joined the Exco Committee in 2009.

Molefi Moloantoa, Divisional CEO at Unlimited says, "Doug has proven to be an invaluable asset to the business and is the best person to ensure that the company delivers award winning shopping centre marketing strategies for our clients."

For more, visit: <https://www.bizcommunity.com>