

Influential, powerful and young

THE MEDIA'S NATIONWIDE SEARCH FOR THE most influential and powerful people under the age of 40 in the media industry has been an inspiring experience. Who knew there was this calibre of talent out there with so many years still to go?

In truth, when we had our initial list of 45, we were very happy – and then we were flooded with many, many more. It was not an easy task finding the final 40 because there are just so many incredible go-getters in our industry.

In this business, there are a number of different forms of power and influence – in some cases it is financial; in others, it is influence over the public or successfully managing a media team. It was interesting comparing the strength of investigative journalists with media entrepreneurs, station managers or online CEOs.

To the best of our knowledge – based purely

on readers' proposals and follow-up research – the following 40 people are the most influential and powerful in this age group. And there are people who were on the list but, as the list grew, they fell off. Our apologies if there are any disappointments.

We thank all those who sent proposals and who got as caught up in the excitement of this challenge, as we did. We may have missed some phenomenal people and you may not agree with some who we did choose. If that's the case, tell us so that next year we can provide an even more comprehensive list. Who knows - it just might grow into something bigger than that...

Why do this? Having so many young people doing so well is something of which to be proud and celebrate. And mostly, they are the unsung heroes taking this industry forward.

So to all of you on these pages, *The Media* salutes you!



GASANT ABARDER
Executive editor of the
Cape Argus
Age: 33
Industry: Newspaper

When Abarder became editor of the *Cape Argus* in April 2009, he was 31 years old, making him the newspaper's youngest editor since its inception in 1857. The *Argus* is Cape Town's biggest newspaper. Before this, Abarder was also part of the team which launched the *Daily Voice*, becoming its deputy editor. He began his career in 1997 as an intern on *The Star* and had a stint as a television reporter on SABC and e.tv before returning to print. He is the current Western Cape regional convenor for the South African National Editors' Forum.

Unique: One day he'd like to be a champion cyclist – he takes to the city's streets every weekend to cover about 80km per ride, and will tackle his first *Cape Argus* Pick n Pay Cycle Tour in March 2011.



LIZA ALBRECHT
Editor of *Rapport*
Age: 37
Industry: Newspaper

She was the first woman to be appointed editor of a mainstream Media24

newspaper and, as editor of *Rapport* – South Africa's biggest-selling Afrikaans Sunday newspaper – Albrecht wields much power. The national broadsheet penetrates more than 28% of the total Afrikaans market. Since her appointment Albrecht, who has a real love and respect for news, has made it clear that her role as editor is to guide *Rapport* into becoming one of the best newspapers that just happens to be Afrikaans. "We won't survive if we can't compete with everyone," she says. Albrecht was also assistant editor of *Die Burger* and editor of the newspaper supplement *By*, and won the Women in the Media award in 2010.

Unique: Albrecht harbours a secret desire to try her hand at English media.



OKYEREMBA AMPOFO-ANTI
Associate in the Dispute Resolution Practice Group of Webber Wentzel
Age: 28
Industry: Legal

Having obtained her LLB degree (*cum laude*) in 2004, this impressive lawyer has made her mark in media law. She excels in providing regular advice to and representing the likes of the *Sowetan*, *Sunday World*, *The Star*, *Pretoria News* and *Carte Blanche*, and in making submissions to government on behalf of the media. Ampofo-Anti is lauded for her ability to apply convoluted theory of law in a practical and clear way. Admitted as an attorney in 2009, Ampofo-Anti currently works in a team specialising in media and public law. She has a masters in human rights and democratisation in Africa.

Unique: She is terrible with directions and gets lost going anywhere, including familiar places.



ADRIAAN BASSON
Assistant editor at
City Press
Age: 30
Industry: Newspaper

In the eight years since Basson became a journalist, his name has become synonymous with investigative reporting. He has won awards for his investigative work every year for the last five. Basson was part of the *Mail & Guardian's* team that ran a series on Jackie Selebi and the suspension of NPA boss Vusi Pikoli. He began as a reporter at *Beeld* in 2003 and helped set up its investigations unit. Basson joined the *Mail & Guardian* as a senior investigative journalist in mid-2007 and became *City Press* assistant editor in November 2010. He published his first book, *Finish & Klaar: Selebi's Fall from Interpol to the Underworld*, in late 2010.

Unique: Basson plays the accordion and has recorded three songs with the Klipdrift 'met eish' actor Neels van Jaarsveld and friends.

40 under-40s



NIKIWE BIKITSHA

News and current affairs anchor for eNews
Age: 32
Industry: Broadcasting

As the interviewer who allegedly intimidated the president so much that he refused an interview with eNews, Bikitsha packs power in her punch. Whether or not that was his reasoning, Bikitsha has a way of cutting to the chase. As the co-anchor to the eNews channel's prime time show *News Night*, she's been at the forefront of many major news events and has interviewed some of the country's most powerful people. She's an insatiable newshound with a keen interest in politics and international affairs. In the last 14 years, she has also graced the airwaves, and writes an award-winning *Mail & Guardian* column that is humorous and tongue-in-cheek, yet insightful.

Unique: She loves singing and has a real penchant for karaoke – but people close to her suggest she keeps her day job.



CHRIS BOTHA

Group managing director of The MediaShop Group
Age: 33
Industry: Media agency

After just one year as joint MD of The MediaShop Sandton, Botha was promoted to group managing director (January 2011). As the youngest person in the organisation's management, his promotion to the top position in one of the top South African media agencies was no surprise. He hadn't been in the industry long before his (then) seniors figured out that he had the ability and the drive to take a successful business and fine-tune it. He is an independent go-getter with a great passion for media and innovation.

Unique: Botha is an ardent Cheetahs fan and follows them religiously. He is devoted to his wife and two young children. And, if he's not in the office, he is likely to be found in his other favourite place – Bloemfontein.



MATTHEW BUCKLAND

Publisher of Memeburn.com and MD of digital agency Creative Spark
Age: 36
Industry: New media

This self-confessed new media graduate has worked on the Web since its inception. Buckland enjoys writing and reading about emerging technologies, start-ups, new media and social media trends. He founded Memeburn.com – a site tracking emerging web technologies – as he saw a gap in the market. The site went from zero to 50 000 readers in six months. This web entrepreneur previously worked as the head of the innovation division at 24.com and headed up the *Mail & Guardian* Online, which he turned into a profitable entity. He is also the co-founder of the *M&G's* award-winning Thought Leader editorial blog.

Unique: He started programming his first computer at just seven years old – a true testament to his ardour for all things digital.



CHRIS BURGESS

Editor of *Farmer's Weekly*
Age: 38
Industry: Magazine

Burgess is probably one of the most underestimated editors in the country. Ten years back, he took a so-called 'ailing rag' and built it into a mainstream magazine that has won a Pica for best business magazine of the year, as well as a host of other investigative awards. It certainly punches above its editorial weight. It has sparked some lively parliamentary debates with its coverage of the Land Bank and land reform scandals. Burgess is a former Independent Online and *FHM* magazine sub-editor, supplement editor at *De Kat* and radio journalist.

Unique: Burgess raises chickens, grows organic vegetables and has an enduring weakness for Bonsmara cattle and the mountains of the north-eastern Cape.



FAHMEEDA CASSIM-SURTEE

Sales and marketing director at Oracle Airtime Sales
Age: 37
Industry: Advertising sales

With a background in sports journalism, this qualified boxing referee, soccer commentator and linesman has an uncanny knowledge of sporting codes. Her career at Oracle started in 1998 and found her niche when working on the SuperSport business. Her passion for sport, coupled with strategic thinking skills, resulted in growing commercial revenues for sport. Her achievements include the Oracle market strategy and the SuperSport commercial sales pricing model. In 2010, she also co-authored a book about brands and marketing with Dr Nikolaus Eberl.

Unique: Cassim-Surtee has previously been nominated for South African Woman of the Year and SA Business Woman of the Year, for her role in media.



GARETH CLIFF

5FM radio host and M-Net *Idols* judge
Age: 33
Industry: Broadcasting

Cliff is unafraid of controversy and voicing his opinions. He regards his record with the Broadcasting Complaints Commission as a badge of merit. He commands huge power in his influence on his listeners and viewers. He's fascinated by politics and passionate about South Africa – and he has made a huge impact through his website and social media. Cliff was recently crowned the Pied Piper of Twitter by *COSMOPOLITAN* magazine. He has the largest Twitter following in South Africa (almost 90 000) and has an active Facebook following of almost 300 000. He is all about converging broadcast and social media, and uses Facebook as a research tool to understand his audience better and encourage conversations.

Unique: Cliff suffers from ADHD and almost became a lawyer.



NIKKI COCKCROFT
 CEO Primedia Online
 and Prezence Digital
 Age: 30
 Industry: New Media

Cockcroft has had a meteoric rise in online

media, partly because she is so passionate about all things digital and so committed to the growth and development of this industry. At 23, she became CEO of 365 Digital and, after building it into a profitable business, she oversaw a successful management buyout and subsequent sale to Primedia. She was then appointed CEO of Primedia Online in 2007, and in 2010 she was appointed CEO of award-winning digital agency, Prezence Digital. She has been a member of the Digital Media and Marketing Association for five years, on its exco for four, and was elected Chair and head of the Bookmark Awards in 2010.

Unique: Cockcroft clocks roughly 80km running every week, and is currently training for the Comrades.



CELIA COLLINS
 Media director for the
 Starcom MediaVest
 Group (SMG),
 responsible for group
 negotiations and Africa
 Age: 36
 Industry: Media agency

Having travelled to nearly 30 African countries, few people can rival her understanding of African media. She has been in the media industry for over a decade. In 2003, Starcom recruited Collins – who has a background in accounting, bookkeeping and investor relations – to head up its Africa division. Within two years, her ability to lead secured her appointment as a director of Starcom, and in 2008 she also became head of its media buying division. Her contribution to advancing media research in Africa landed her the Pan African Media Research Organisation's achiever of the year award.

Unique: Collins is an advanced diver and was a junior horse riding eventing champion.



PATRICK CONROY
 Group head: eNews
 Division
 Age: 38
 Industry:
 Broadcasting

As group head of

news, Patrick Conroy is literally the man behind eNews (e.tv *Prime Time*, eNews Channel, *eNuus* and eNews Africa). Under his watch, eNews has grown by more than 300% since mid-2007 and is now bigger than the entire e.tv company was three years ago. Conroy, still "very much a journalist at heart", finds it both tough and rewarding to manage so many news outlets. He's always been passionate about television, but started on radio at 702 in the early 1990s. Conroy joined e.tv as a senior reporter in 2001.

Unique: If journalism hadn't been an option, Conroy fancied himself as a public prosecutor. "Instead of shaming the corrupt, I'd be putting them behind bars."



NIC DAWES
 Editor of the
Mail & Guardian
 Age: 39
 Industry: Newspaper

Many would find following in the

footsteps of Ferial Haffajee too daunting a task, but Dawes believes his time at the paper prepared him well. He joined the *Mail & Guardian* as associate editor in 2004 after a stint as the ill-fated *ThisDay's* Cape business editor and political columnist. He is heavily involved in *M&G's* investigations, and has contributed extensive news and analysis on politics and economic policy. His appointment as editor was a direct result of the paper's efforts to 'grow its own timber'. Dawes started his career as a freelancer, writing for television and a range of local publications before becoming the news and finance editor at World Online.

Unique: This Fulbright scholar was born in Cape Town, but finished his schooling in Canada. He is a passionate cyclist.



PHILLIP DE WET
 Deputy editor of
The Daily Maverick
 Age: 32
 Industry: New Media

City Press editor
 Ferial Haffajee

describes De Wet as "the quintessential new age journalist". He starts putting together his *Daily Maverick's* First Thing e-mail newsletter before dawn, then dashes off to the eNews and YFM studios to talk about what happened overnight and what might happen during the day. Between live-tweeting from breaking news scenes, shooting pictures and writing the occasional article, he says "there are precious few liquid lunches". His last "real" job was on the business section of the short-lived *ThisDay*.

Unique: The book he will ultimately write will be subtitled: 'Notes towards a philosophy that will make people give a shit about what you write.'



KHANYI DHLOMO
 Managing director of
 Ndalo Media
 Age: 38
 Industry: Magazine

Dhlomo has long been known in the South

African media industry as an award-winning television news and lifestyle anchor, and the editor of *TRUE LOVE* magazine. During her eight-year-stint at *TRUE LOVE*, she doubled the publication's readership and circulation. After getting her MBA from Harvard Business School, Dhlomo founded Ndalo Media as a jointly-owned venture with Media24. Ndalo publishes the business and lifestyle women's magazine, *DESTINY*, and its brother publication, *DESTINY MAN*.

Unique: In March 2010, Dhlomo was selected from thousands of young leaders across the globe as a Young Global Leader by the World Economic Forum – an honour that recognises the most distinguished young leaders under the age of 40 from around the world.

40 under-40s



JACQUES DU PREEZ

Founder and MD of Provantage Media
Age: 38
Industry: Out-of-home media

Jacques du Preez started Provantage in 2003. From a staff of three, the company is now one of the biggest out-of-home media owners in South Africa. It has a team of over 100, a national infrastructure and a wide range of services. He is described as “unflinchingly honest, passionate about innovation, solid in his integrity” and someone who believes “nothing is impossible”. It was his “willingness to challenge the status quo in the very competitive out-of-home media industry” that landed him 2010 MOST Awards’ Media Owner Innovator Award. He holds a BComm (Marketing) degree and an MBA.

Unique: His first job was at Nestlé Dairymaid, where he says he “cleaned more fridges than most people have had meals in their lives”.



ADRIAN HEWLETT

Founder and MD of the Habari Group
Age: 34
Industry: Marketing and communications

Hewlett founded this media and marketing communications company in 2004 at the age of 26. The company has grown from a start-up with one employee to six divisions, including digital media, marketing and advertising. It has offices in three other African countries and has created jobs for roughly 95 employees. With an annual turnover of around R50 million, Habari is the official sales partner for Facebook in Africa. In 2010, Hewlett was awarded the Greatest Individual Contribution to Digital Media and Marketing, while his company won the Best Digital Media Sales House Award, at the Bookmark Awards.

Unique: When Hewlett stepped down as Digital Media and Marketing Association (DMMA) chairman, the rules were changed to keep him in a non-executive capacity.



KATY KATOPODIS

Primedia Broadcasting editor-in-chief and head of Eyewitness News
Age: 35
Industry: Broadcasting

A talented and respected journalist and editor, Katopodis has helped shape the Eyewitness News brand, which feeds all four Primedia stations (Talk Radio 702, 94.7 Highveld Stereo, 567 CapeTalk and 94.5 Kfm). She was promoted to editor-in-chief in August 2008 to drive the news brand’s evolution and oversee the launch of www.ewn.co.za. With a hands-on approach, she mentors the team and, under her guidance, several journalists have won awards. Katopodis made headlines when she laid a complaint against the Forum of Black Journalists for its ‘blacks only’ meeting with Jacob Zuma in 2008. The South African Human Rights Commission ruled in her favour.

Unique: Twenty minutes before giving birth to her youngest son (in 2010), she was responding to work e-mails.



COLLEEN LOUW

Station manager for 567 CapeTalk and 94.5 Kfm
Age: 36
Industry: Broadcasting

At the age of 28, Louw was the youngest station manager in the country. She was in that role for 567 CapeTalk when Primedia Broadcasting bought Kfm, and she led the integration of the two operations. Today, Louw operates across both music and talk formats. She successfully launched two new breakfast shows and repositioned Kfm and CapeTalk to align with the needs of the Western Cape market. According to RAMS, 31% of people in the Western Cape now listen to one of her stations. Louw often receives accolades for the ‘can-do’ culture of these Cape Town stations.

Unique: Louw was backpacking through France when CapeTalk called with a job offer in its marketing department. The rest is history.



ANNIE MALAN

CEO of Annie Malan Promotions
Age: 36
Industry: Marketing and communications

Some say Annie Malan is not active in media, but the scale of her activation business counters this. Her company is in its eighth year and has 14 dealerships nationwide. It focuses on reaching target markets, forming interactive advertising and driving sales and feet through doors. She currently employs 3 000 students and, in her personal capacity, Malan also offers sales training to many banks and cellphone networks. A promising child actress, Malan became a company director at just 19 and was declared a major prior to her 21st birthday because of her business responsibilities.

Unique: Malan has a designer shoe collection displayed in a 17th-century French cabinet in the entrance hall to her Sandton home.



GREG MALOKA

MD of KAYA FM 95.9
Age: 37
Industry: Broadcasting

Not only has he reached the top at KAYA FM 95.9, but Maloka was part of the launch team of the groundbreaking youth station YFM in 1997. While at YFM, he successfully honed strategies that positioned youth culture as a viable and lucrative market for advertisers. He worked his way up to YFM general manager between 2003 and 2005. He has helped position KAYA FM as a premium brand that speaks to what the new adult is about. As a passionate music enthusiast, Maloka is known in music circles as the ‘Musical Maestro’.

Unique: As a student, Maloka used to record music from radio to cassette, and would use these mix tapes to entertain crowds at university functions or house parties.

40 under-40s



THULANI MBATHA
Editor of the *Sunday Times* Zulu edition
Age: 38
Industry: Newspaper

Avusa recently hired Mbatha as the first editor of its newest newspaper. His success as editor of *Isolezwe* saw its circulation increase by more than 20% every year. Says *Sunday Times* editor Ray Hartley: "He has been one of the country's most successful editors while leading *Isolezwe*". Mbatha participated in the launch of both *Isolezwe* and *Isolezwe ngeSonto*. He was promoted from sports editor of *Isolezwe* to editor within three years, but despite his achievements, remains very humble. "I am just another newspaper journalist who came through the ranks and became an editor of the only daily that publishes in an indigenous language in Africa," he says.

Unique: Mbatha holds a second dan black belt in kyokushin karate, a sport he's practised since the age of 14.



MOSHOESHOE MONARE
Executive editor of *The Star*
Age: 35
Industry: Newspaper

A penchant for politics and a nose for news have helped Monare on his way up in newspapers. He began as an education reporter at the *Pretoria News* in 1998. In the six years that followed, he worked as senior education writer for *The Star*, the *Sunday Times* and the SABC. He got his first taste of politics at *The Star* and became a political correspondent for the Independent Group. Monare was promoted to group political editor and headed up a team of journalists across more than a dozen titles. Today, as executive editor of *The Star*, he is in charge of news content. He has an honours degree in journalism and a postgraduate diploma in media studies.

Unique: He is a keen gardener, who also takes great interest in astronomy and the evolution of our universe.



MPUMELELO MKHABELA
Editor of the *Daily Dispatch*
Age: 33
Industry: Newspaper

This former deputy editor of *The Sunday Independent* cut his teeth at *City Press*, where he worked his way up from junior reporter to a respected political correspondent. Mkhabela, who later joined the *Sunday Times* as a senior political writer, has been headhunted on more than one occasion, and takes pride in the fact that his work speaks for itself. As editor, he is eager to expand and further develop the existing structures of the newspaper, but Mkhabela says his "main purpose is to aid the excellence that has characterised the *Daily Dispatch* over the years". He is in the process of completing his MA in international politics.

Unique: He intends to keep on writing, despite being the head honcho. He says he jumps at the slightest opportunity to write about his first love – politics.



SBU MPUNGOSE
Editor of *TRUE LOVE*
Age: 29
Industry: Magazine

This young editor has been so popular in the women's magazine industry that she hasn't been able to stay too long with one publication before being offered a new challenge. Mpungose started as a reporter at *Move!* in 2005 and was promoted to editor in 2006. She won several awards in her debut year at the Advantage Admag Awards, including Editor of the Year. *BONA* – the only publication available in English, isiZulu, seSotho and isiXhosa – was her next stop, where she oversaw content for all four magazines. In 2010, she was appointed editor of *TRUE LOVE*. She got her grounding in media at the Independent Group, doing a sub-editing course.

Unique: She wanted to be a cosmetologist, and journalism was her second choice when her mother dissuaded her from the beauty industry.



SIMPIWE PILISO
Sunday Times regional news editor, KZN
Age: 36
Industry: Newspaper

Piliso is described as a phenomenally capable and inspiring leader. However, when he was appointed news editor of the *Daily Dispatch* in 2002, he couldn't imagine his career could get any better. He was in his twenties and had already worked for a news agency, a national weekly magazine and the *Sunday Times*. After two years of running the *Daily Dispatch's* newsroom, he became national deputy news editor of *City Press* because he missed the fast-paced lifestyle and industry in Johannesburg. After being appointed national news editor, he rejoined the *Sunday Times*. Piliso – said to eat, sleep and breathe journalism – has a knack for developing the smallest of concepts into full-blown stories.

Unique: Piliso is a somewhat obsessive DVD collector.



SEAN PRESS
Managing director and publisher of Contact Media
Age: 30
Industry: Magazine

He believes that having a surname like Press is not ironic but clearly his destiny. Press is passionate about magazines, publishing, people and selling. So, it is no wonder he has four successful custom titles under his belt – *The Afropolitan*, *Gtribe*, *JoziBeat* and the *Wits Business School Journal*, all in partnerships with big brands. In 2002, he took on his first media sales position and before long, he was made sales manager and then director, taking the business from a R6 million to a R26 million corporation. In 2007, he broke away to form his own boutique publishing house. "I enjoy taking a marketing strategy and bringing it to life between two glossy covers," says Press.

Unique: Press bought a scooter but after one "terrifying" trip to the nearby shops, it has been sitting in his garage.

**RICHARD PROCTER**

Joint MD and founding shareholder of Vizeum SA
 Age: 38
 Industry: Media agency

Starting Vizeum with business partner Tanya Schreuder "has certainly been a highlight," says Procter, who runs the Johannesburg office. In three years, their team has built up a business billing over R500 million a year. Its major clients include Cell C, Spur and BMW. Vizeum was 2010 MOST Awards' Media Agency of the Year. Procter was an accountant before finding the media. He was a top student at AAA, and then went on to run the school's media course in Cape Town for six years. "I like to think of myself as the right combination of personality, ambition, ethics and media-geek to do what it takes in this business," he says.

Unique: He hates the taste and smell of vinegar, and has hiked to Everest base camp.

**ROSE RAMSAY**

Group executive producer for the eNews Channel and eNews Prime Time on e.tv
 Age: 31
 Industry: Broadcasting

At 31, Ramsay is not only the youngest person in a senior management team of six, she's the only female and is responsible for running news on both e.tv and DSTV's channel 403. "Flying by the seat of your pants in a news control room is the ultimate high," she says, but adds that one needs the "editorial experience of a jaded newshound, the tech savvy of a 12-year-old, and the ability to plan everything". She cut her teeth in the broadcast industry eight years ago as a desk writer at e.tv and rapidly progressed through the ranks. Today, Ramsay also oversees the production planning for major news events and manages the eNews Channel's executive producers and field producers.

Unique: She obsesses about boats, cello music and her cats.

**ROB ROSE**

Investigations journalist at the *Sunday Times*
 Age: 36
 Industry: Newspaper

Rose has a knack for mixing business with investigative journalism – and people are noticing. In 2010, he got married, won the Taco Kuiper investigative journalism award, and was named as both Sanlam and Citadel's Financial Journalist of the Year. In June, he was also awarded a Nieman Fellowship to Harvard. Rose studied law in the 1990s but, after completing his LLB, became a journalist. As a banking reporter at *Business Day*, he wrote about corporate corruption. He moved to *Financial Mail* in 2007, where he broke the Barry Tannenbaum's R12 billion Ponzi scheme story. He has since moved to the *Sunday Times*.

Unique: When Rose started at *Business Day*, he was so poor he had to borrow a pair of hole-ridden shoes that were two sizes too big from a friend.

**TRUDY-LEE RUTKOWSKI**

Marketing manager for circulation and promotions at the *Mail & Guardian*
 Age: 25
 Industry: Newspaper

Rutkowski is described as an overachiever. Headhunted by the *Mail & Guardian* three years ago, publisher Anastacia Martin says: "Trudy-Lee's flair, creativity and innate understanding of publishing sales stand her apart." In analysing the newspaper's circulation figures in October 2010, Gordon Patterson said the "*Mail & Guardian* continues to demonstrate a clear understanding of circulation strategy". She was hired by the *The Citizen* to head up a team to manage and explore circulation marketing opportunities. *The Citizen* publisher Greg Stewart says he has seldom met such a focused achiever in over 20 years in the industry.

Unique: She loves spending her weekends with her husband, hosting dinner parties.

**DEVI SANKAREE GOVENDER**

Carte Blanche investigative journalist
 Age: 39
 Industry: Broadcasting

She is tenacious and extremely determined – traits that can only make for an exceptional journalist. This pint-sized presenter has people quivering at the thought of being challenged by her. But, since starting her career in radio at the age of 21, Govender has more than proven both her capability and versatility across a range of media. She has been a music show presenter, newsreader, had a daily chat show that ran for nine years on Lotus FM and was the *Sunday Times* Durban features editor. Govender has written a regular column in the *Sunday Times Extra* for 11 years.

Unique: This mother of two under nine-year-olds has a BA, a higher diploma in education, an honours degree in drama, a postgraduate diploma in business management and an MBA.

**TANYA SCHREUDER**

Joint MD of Vizeum SA
 Age: 38
 Industry: Media agency

Schreuder and Richard Procter launched Vizeum in 2007 (see Procter). The ambitious and driven Schreuder says that, for her, media "is about bringing art into science and science into art". Eighteen years ago, after being told that she had too much personality and would get bored in media, she proved people wrong. She was one of the founding directors of Nota Bene Johannesburg, and helped set up the office and grow the group's business. She was group media director for fcb before launching Vizeum. At fcb, she developed the Integrated Channel Planning tool (which helped facilitate true channel planning) and Lifeslice (which offered slices of insights into markets).

Unique: She is a reality TV junkie and has more pairs of glasses than shoes.

40 under-40s



MAKHUDU SEFARA

Editor of *The Sunday Independent*

Age: 37

Industry: Newspaper

Sefara became editor of *The Sunday Independent* in October 2009, and many say he has given the paper a new lease on life, transforming it into a cheeky, controversial broadsheet. He has certainly brought the newspaper back into the limelight, with a series of scoops and commentaries that elicited sharp responses from SAPS crime intelligence. More recently, he took on the Nelson Mandela Foundation about its handling of the icon's hospitalisation. He was previously at *City Press*, where he was political editor, investigations editor and news editor. He won a Mondi award for his coverage of the post-Polokwane ANC conference and the transient presidency of Kgalema Motlanthe.

Unique: Sefara started his career as a sports reporter, but soon realised that he was meant for a different kind of action.



REDI TLHABI

Talk show host and columnist

Age: 32

Industry: Broadcasting

While radio is her ultimate passion, Tlhabi crosses over to other media with ease. Aside from her daily morning talk show on 702 and on 567 CapeTalk, she hosts *Redi on Mzansi* on DSTv, had a stint as an *eNews Prime Time* anchor and has columns in the *Sowetan* and *City Press*. This is a journalist with an opinion she's unafraid to voice, if it will get the nation talking about issues she believes are essential to debate. She doesn't fear crossing swords with powerful people, because she is determined to get the truth out. She is not just a talker but acts on issues that matter to her – such as the mini-skirt march she organised in protest of the way women are treated by taxi drivers.

Unique: As a feminist, she believes it was her right to choose to change her surname when she married – and she did.



SIMON TURCK

Group sales manager at RamsayMedia

Age: 36

Industry: Magazine

From an ad sales executive on *Compleat Golfer* in 2000, Turck has worked his way to becoming national sales manager for RamsayMedia with its 10 magazine titles. He is not only responsible for developing tailor-made solutions for clients and advertisers, but also for driving sales and service across the company's brands while contributing to the ongoing expansion of RamsayMedia. Turck is also a member of the company's board of directors. As publisher of *Compleat Golfer*, he steered it from a magazine to a multi-platform media brand.

Unique: He enjoys cooking and makes a mean risotto. He is an avid golf player, but his new hobbies – a son of two and a baby daughter – have reduced his handicap to 12...



KIM WEISSENSEE

Founder of Applied Media Logic

Age: 34

Industry: Media agency

Weissensee founded Applied Media Logic (AML) in March 2002. It was voted AdReview's Small Media Agency of the Year in 2009 and, with annual billings now in excess of R600 million, it can be counted among the top 10 media agencies in South Africa. She is now building a network of media agencies throughout Africa, and has a list of blue-chip clients that includes L'Oreal, McCain, Dulux and Hyundai. Weissensee started her career at the age of 19 at OMD as a media secretary, and was promoted first to media buyer and then to media planner. She also worked for Morgan Grenfell Deutsche Bank in London, and has a love for numbers and consumer business trends.

Unique: Weissensee is petrified of Christmas beetles and most other creepy crawlies.



CARNI WILKENS

MD of Posterscope SA

Age: 30

Industry: Out-of-home media

Posterscope SA is known as a poster-buying specialist (PBS), which many insiders believe is a contentious and unnecessary addition to the OOH sales process. However, PBSes have long formed part of the first world's OOH selling process and are apparently here to stay. Wilkens – who in five years has gone from a junior with no experience in the media to MD – always keeps her composure. "It's important to keep things in perspective," she says. "Business is never personal." Her company is the biggest buyer of OOH in South Africa, spending over R300 million a year. Under her direction, Posterscope has pushed the boundaries of OOH creativity.

Unique: She's decisive when it comes to everything in business – except for "what to eat for lunch", making her quite a fussy eater.



KATE WILSON

Editor of *Women's Health*

Age: 36

Industry: Magazine

Women's Health is hailed as one of the most successful magazine launches in recent times. With a circulation of 68 331 and an estimated readership of over 300 000, Wilson has more than shown her proficiency. This former editor of *House and Leisure* and *Marie Claire* has been on deadline every month since the age of 20, when she became the launch editor of *SL* magazine. Under her passionate tenure, *SL* broke every publishing rule in the book, including placing a barcode on the cover star's forehead.

Unique: Wilson was once sued by a tattoo artist named Lucky. Outside of publishing, she is a self-confessed "food nerd" who collects recipe books, food memoirs and menus, and loves travelling the world to eat.