

Vizeum South Africa welcomes Cape Town media director appointment

Issued by [Dentsu](#)

13 Jul 2016

Having recently announced the key management changes to the Vizeum South Africa office, it is with great excitement to announce the appointment of Eben Gewers to the Vizeum team, coming on board as Media Director Cape Town from 6 July.



From left to right: Kelvin Storie (Group MD), Shihaam Abrahams (Media Director: JHB), Eben Gewers (Media Director: CT).

Eben joins the team with over 20 years media experience from the media owner side. Eben has worked across the print, TV and radio industry and joins with a wealth of experience bringing a different dimension to the Vizeum SA team.

Kelvin Storie, Group Managing Director for Vizeum SA, explains further, "I'm hugely excited and pleased with the appointment of Eben to the team. When we embarked on finding a suitable candidate we were mindful of three key factors in our selection. Kelvin continues, "firstly, Vizeum's strength is built around its key asset, its people. We needed someone who would easily carry the mantle and illustrate the unique Vizeum DNA. Secondly, our clients – we seek someone who is trusted, shows a high level of integrity and gravitas. Thirdly, someone who could tap in and contribute to the overall management team (Shihaam and myself). Eben possesses all of these qualities and more."

On Vizeum's vision moving forward, Kelvin continues, "Vizeum South Africa has had a considerable growth spurt over the past few years with 2015's culmination of being awarded Financial Mail Annual AdFocus Awards – Media Agency of the Year. This was based on a concrete foundation developed by previous Joint MD's Tanya Schreuder (now Group Managing Director Media Brands: DAN SA) and Richard Procter (currently on sabbatical and due to return to a DAN SA role in 2017). The current state of the media agency market is tough and in flux, the key strategy for us is to continuously evolve our business offering. Eben brings a new and fresh element to the team which is going to further complement our growth plan."

"With Shihaam Abrahams and Eben Gewers giving me support to the overall management of Vizeum SA; we are poised to take Vizeum SA to the next level in this market with many more exciting developments", concludes Kelvin Storie.

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