

# New appointment at Oracle Airtime Sales' Broadcast Operations

Oracle Airtime Sales has announced the appointment of Renee Koumaras to the position of Manager: Broadcast Operations, ahead of the company's migration to the Landmark II system in February 2007. Renee will be reporting to the GM: Sales Administration, Paul Goosen, who was recently promoted to the position.

Comments Oracle Airtime Sales MD, Peter McKenzie, "Renee comes to us from the SABC where she worked for 19 years, and brings a wealth of expertise in the area of station management and a working knowledge of the Landmark II system. As we move towards taking our own Landmark II installation live, Renee will provide an invaluable resource to ease us through the transition."

Landmark II is an advanced and complete solution for the management and execution of complex airtime campaigns, providing control over available inventory to ensure effective break utilisation. Oracle's move from Paradigm to Landmark II follows international trends and will ensure streamlined processes to generate maximum campaign value.

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