

## **Eric D'Oliveira is the new Primedia Broadcasting CEO**

Eric D'Oliveira is Primedia Broadcasting's newly appointed CEO. D'Oliveira is replacing Omar Essack, who took up the role of Primedia Group CEO in April this year.

Before joining Primedia Broadcasting, he served as the MD at FCB Cape Town for the last five years. Prior to that, he worked as the deputy managing director of Ogilvy and Mather Cape Town and, after being headhunted, served as BBDO's MD for seven years.

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