



MEDIA STATEMENT

SABC APPOINTS MS NEO MOMODU AS GROUP EXECUTIVE: CORPORATE AFFAIRS AND MARKETING

Johannesburg – Friday, 17 August 2018 – The South African Broadcasting Corporation (SABC) is pleased to announce the appointment of Ms. Neo Momodu as Group Executive: Corporate Affairs and Marketing.

Ms. Momodu, who previously worked for the SABC in the Public Affairs division, has over 20 years' experience in marketing, communications and stakeholder engagement.

In her new role at the SABC, Ms. Momodu will work with the executive management team in the positioning of the SABC as an authentic and world-class public service broadcaster to fulfil its mandate of acting continuously for the betterment of our society. She will also be responsible for enhancing the SABC's engagement strategies with its key stakeholders, acting as the overall driver of corporate communications and marketing.

SABC Group Chief Executive Officer, Mr. Madoda Mxakwe stated: "I am thrilled to welcome Ms. Momodu to the SABC. She joins at a critical stage where we are working towards turning around the organisation. Ms. Momodu brings an impressive career in the media and communications sphere as well as valuable experience with our brands. We are confident that she is equipped to lead this critical division of the organisation. The Board and management of the SABC, wish Ms. Momodu well in executing her duties".

Ms. Momodu will also take up the role of SABC Spokesperson as part of her responsibilities, with immediate effect.

She holds a LL.B (Hons) from the University of Hertfordshire and a Post Graduate Diploma from Wits Business School.

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