

Talib Sadik



By Louise Marsland

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"We need to mirror the consumer's omni-channel journey, ensuring the best ROI for our clients."



Talib Sadik was recently appointed MD of Mediamark, the specialist media solutions company owned by both Kagiso Media and Lagardere Active Radio International. He has served as a Mediamark board member and has held numerous notable media positions including Group Financial Director at the SABC and Times Media Limited and Managing Director at New Africa Investments Limited (NAIL). Sadik, who is a qualified Chartered Accountant, has also completed an Advanced Management Programme at Insead in France. He brings with him extensive sales, business development and stakeholder management experience.

Q: What are your key responsibilities?

A: I will be responsible for leading Mediamark as it continues its transition and growth into the multimedia space. Mediamark Radio currently represents brands as Jacaranda FM in greater Gauteng, East Coast Radio in KZN and Smile 90.4FM in the Cape Town and Fringe area.

Mediamark Digital represents Microsoft's South African online and mobile advertising offerings, Howzit MSN, Outlook.com, Sky, TEAMtalk, DailyMotion and Skype, as well as the official websites for Jacaranda FM and East Coast Radio. Mediamark Events works with the radio stations within its portfolio in order to give advertisers greater exposure through on-air, online and on-the-ground activations.

Mediamark TV represents Glow TV on OpenView HD and Dstv, Dumisa TV, 1Gospel, Channel ED, Lekker TV, 1KZN and CapeTown TV.

Q: What is at the top of your to do list?

A: To get to know the team and our clients and gain a thorough understanding of Mediamark and our partners' challenges and opportunities.

Q: What is your main business challenge?

A: To grow Mediamark's revenue and to maximise our clients' ROI.

Q: The biggest trend to note in your industry?

A: The increased competition and multichannel choices for our consumers and advertisers.

Q: Your core strategy to deal with a transforming media environment?

A: Our approach is a strong customer focus and strengthening relationships across our partners. As a solutions provider

we need to mirror the consumer's omni-channel journey, ensuring the best ROI for our clients.

Q: Most important attribute needed to do your job?

A: Passion.

Q: How will you make an impact?

A: By exceeding our customers' expectations.

Q: What inspires you?

A: Energy and honesty.

Q: What are you currently reading for work?

A: '*Thinking in new boxes*' by Luc De Brabandere and Alan Iny, and '*The Organised Mind*' by Daniel Levitin.

Q: Tell us something about yourself not generally known?

A: I wake up at 4am every morning to go to gym and get ready for the day. I also reverse park wherever I go - a forward thinking habit that I picked up working for Denel, where we were required to be ready and prepared for any emergency!

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: www.sourceagency.co.za.

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