

DMMA appoints 2012 exec committee

Following its AGM earlier in January 2012, the members of the Digital Media and Marketing Association ([DMMA](#)) have voted for their new executive committee for 2012. A new portfolio is that of education and transformation - a key focus area for the DMMA in 2012.

[Nikki Cockcroft](#), who also holds the position of the head of Bookmarks, its digital industry awards, says, "Our new Exco for 2012 is a strong team of committed individuals and as always we appreciate the fact that they are volunteering their time and effort to the goals of the DMMA. It's going to be another great year."



Nikki Cockcroft

Executive committee

- Chair: Nikki Cockcroft ([@nikkicockcroft](#)) - Woolworths Online
- Deputy chair: Jarred Cinman ([@jarredcinman](#)) - NATIVE
- Head of marketing: Suzanne Little ([@SuStokes](#)) - MWeb
- Head of agencies: Clint Bryce ([@craniumjack](#)) - Quirk
- Head of publishers: Geoff Cohen ([@geoff_ink](#)) - 24.com
- Head of education & transformation: Anastacia Martin ([@anastacia_am](#)) - *Mail & Guardian*
- Head of measurement: Paula Raubenheimer ([@paularaub](#)) - Habari
- Head of research: Gustav Goosen - Spacestation

Concerning the newly created portfolio, Martin comments, "I firmly believe that the future of education in Africa is digital and am focused on contributing my time and effort to this cause."

Meet the team on the [DMMA website](#).

For more:

- Ad Dynamo: [Open letter to the DMMA](#)

Updated at 12.35pm on 1 February 2012.