

## In Context announces Gauteng expansion

Strategic business consultancy In Context is proud to announce the establishment of a Gauteng office, under the guidance of media industry veteran, Sarel du Plessis.

Du Plessis' career started in magazine publishing, at Republican Press. He honed his skills before going to work at some of the country's major companies including Times Media Limited where he held a number of senior management position culminating in his appointment as sales and marketing director for Times Newspapers and Media24 as chief executive officer of the Sunday and daily titles in the North. Du Plessis is the former chief executive officer of the Marketing Association of South Africa (MASA) and was executive director of Out of Home Media South Africa (OHMSA). Most recently, he was operations manager at Radio Pretoria, responsible for marketing and sales.

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