

# Kagiso Media appoints Boni Mchunu as general manager of East Coast Radio

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Kagiso Media has appointed Boni Mchunu to head up East Coast Radio (ECR) in KwaZulu-Natal.

Boni joins the station from Tourism KwaZulu-Natal (TKZN), where she served as General Manager: Marketing for the past eight years. Her role at TKZN involved heading up the brand and marketing management team and being responsible for bringing key projects to KZN such as Poland Charter season, international trade academies and Holiday Swap KZN.

Before joining TKZN in 2007, Boni served in a Brand Management capacity at Unilever for seven years, overseeing the marketing of fast-moving consumer goods.

"Boni has a deep understanding of, and passion for, KwaZulu-Natal and this obviously complements and enhances the ECR brand," says Nick Grubb, Chief Exec: Radio at Kagiso Media. "Boni knows how to reflect and celebrate provincial uniqueness, but also how to make it competitive on a global scale. Her mix of tourism and business experience ideally positions her for ECR and she will lead a very capable, creative and enthusiastic team to the next level."



Boni Mchunu

Boni is excited about her new challenge at ECR. "I'm very proud that I will be working for one of the flagship brands in KZN. I'm looking forward to building strong brand equity and to ensure that the station stays true to its role to inform, educate and entertain the KZN community."

Born and raised in Pietermaritzburg, Boni is passionate about KwaZulu-Natal. "In KZN you see South Africa in one province. I love the warmth of the people of KZN, the diverse culture and warm climate. I love the fact that everything is within short proximity and I think KZN is the best province in South Africa to raise children."

When away from the office, Boni relishes the time with her husband and their three children. "I'm also a very athletic person. I like running short distances but for 2016 I'm challenging myself to run the Comrades Marathon to celebrate the life of my late parents. I also like reading business and motivational books, women magazines and playing squash."

Boni describes herself as "goal-driven, energetic and ambitious. I'm a hard worker and passionate about growth. Failure is not an option. I'm an open book, what you see is what you get!"

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## East Coast Radio



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