

# André-Pierre du Plessis is Memeburn's new managing editor

Burn Media has appointed eNCA's *Tech Report* creator and former *Bloomberg* journalist André-Pierre du Plessis as Memeburn's managing editor.



## Level playing field

Du Plessis, a Columbia journalism graduate, created *Tech Report*, a successful tech-news TV show that has broadcast over 500 episodes on eNCA (DStv 403). Previously he worked alongside Media24's editorial leadership to drive the digital transformation of its print brands. In his most recent position with the company, he spearheaded the expansion of its video operations.

"It's exciting to join a forward-looking, entrepreneurial team, which over a very short period of time has gained an incredible reputation for the work they do," said Du Plessis. "That's important at a time when publishers struggle to be profitable online. Legacy and new media companies are on a level playing field right now. By staying nimble and getting our house in order for the next growth phase, Memeburn can only excel. I am lucky to fill the shoes Michelle Atagana left behind and to work with one of our country's most driven entrepreneurs and the company's founder, Matthew Buckland.

## Extending its online business

2015 is a growth year for Burn Media, as it will be extending its online business into physical events, broadcasting and print. "Technology, and its progression, affects almost every single industry. This makes it the most exciting sector around," says Burn Media GM, Kyle Hauptfleisch.

Burn Media is an independent, award-winning online publishing operation, which publishes tech-related content covering a wide variety of themes for South Africa, Kenya and Nigeria. It publishes Memeburn (digital trends), Ventureburn (start-up ecosystems), Gearburn (gadget and app reviews), Motorburn (car technology) and runs a job site for the digital industry called Jobsburn.

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