

RIP Tony Koenderman

Tony Koenderman's family have announced that he passed away on the evening of Sunday, 9 April from complications that arose after an operation for a broken leg and an extended stay in ICU.



Koenderman was inducted into the Loeries Hall of Fame in 2015.

He loved the advertising and marketing industry and played a role in it for over thirty years, having founded AdFocus and AdReview, with a weekly column at *Financial Mail* and *FinWeek* over the years.

As a perfectionist, Koenderman pushed himself to compete against himself and while he loved journalism, his greatest pleasure was the friends he made in the industry, the people he met, particularly advertising's more rebellious creatives, and the conversations he had with the likes of Graham Warsop, Andy Rice, Ken Varejes and other advertising heavy weights. Many have shared their sadness on social media:

This Facebook post is no longer available. It may have been removed, or the privacy settings of the post may have changed.

“ Farewell [#TonyKoenderman](#). A passionate ad man and a true wordsmith. You pioneered advertising journalism, and deserve the industry's salute— Andy Rice (@ricecommaandy) [April 10, 2017](#) ”

“ Pendoring is saddened by die passing of respected industry stalwart, Tony Koenderman.

As media and advertising... <https://t.co/55RVynZhWI>— Pendoring Awards (@Pendoring_) [April 10, 2017](#) ”

“ RIP Tony Koenderman You were a gentleman and a formidable journalist. <https://t.co/FBnf2PPhHH>— RUAN JOOSTE (@DURITZ79) [April 10, 2017](#) ”

“ RIP [#TonyKoenderman](#) your passion introduced me to the ad industry— Miles Benfield (@milesben) [April 10, 2017](#) ”

“ RIP [#TonyKoenderman](#) A giant loss to business journalism & the ad world. Your wonderful wit & sharp intellect will be remembered.— Louise Marsland (@Louise_Marsland) [April 10, 2017](#) ”

“ We mourn the loss of an industry icon and commentator, Tony Koenderman. May his soul rest in peace.—

Assoc_for_Comms&Ads (@ACA_SA) [April 10, 2017](#) ”

“ Sad to hear of the passing of Tony Koenderman. Advertising stalwart and legend. RIP.— Johann Schwella (@johannschwella) [April 10, 2017](#) ”

“ @abelmike RIP #Tony Koenderman: he knew Chesham and Amersham, advertising and Advertising and much in between. Big shoes to fill.— Jeremy Sampson (@jdrsampson) [April 10, 2017](#) ”

“ Howsad that Tony Koenderman has died. He covered our industry with aplomb for nearly 30 years. Always enjoyed his contribution. RIP Tony.— Chris Gotz (@MrChristiffa) [April 10, 2017](#) ”

“ Renowned journalist, ad-man, & friend. RIP #TonyKoenderman, we'll never forget the mark that you left. Condolences to the Koenderman family.— Ogilvy & Mather SA (@OgilvySA) [April 10, 2017](#) ”

He was a beloved husband, father, friend and member of the advertising industry who will be sorely missed. He is survived by his wife Christine and his children Tonya, Samantha and Gregory.

We invite you to submit your own tribute [here](#).

UPDATE: Tony's memorial will take place on Friday, 21 April, from 2pm to 6pm at the Clubhouse at Waterfall Valley Mature Lifestyle Estate. Gate 5. Cnr Maxwell and Woodmead drives, Midrand.

For more, visit: <https://www.bizcommunity.com>