



## TRITECH MEDIA BOLSTERS OPERATIONAL MANAGEMENT TO SPUR GROWTH

*Ferdi Gazendam appointed as Chief Operating Officer*

Tritech Media, the media technology innovator controlled by the Kirsh family, today announced that Ferdi Gazendam has joined the Group as Chief Operating Officer to oversee all the Group's businesses, local and international. He will also be joining the board of Tritech Media.

Ferdi has a long history of working closely with former CEO and founder of Primedia William Kirsh. He joined Primedia in 2001, where he initially held the position of COO, and was a key member of William Kirsh's core team that engineered the turnaround of Primedia. He was later appointed CEO of Primedia's Content division, its largest division measured by turnover.

William Kirsh founder and CEO of Tritech Media commented: ***"I am thrilled that Ferdi has joined us having such a strong pedigree in operations. The Group has grown exponentially and I now need a strong and trusted pair of hands to oversee our businesses and manage risk. This also allows me to continue to grow the Group through acquisition and steer our strategic direction. Moreover, operational management is not my strong suit. As we extend our reach internationally this resource is also vital for our continued growth".***

Following the delisting of Primedia in 2007, Ferdi left Primedia to start his own investment company. Notably he developed *envisionme*, a social media job listings board, which he sold to JSE-listed Adcorp in 2012. In 2014 Ferdi was appointed CEO of Adcorp Global Shared Services in Singapore. Following Adcorp's retreat from its international expansion he returned to South Africa to join Tritech Media.

Ferdi Gazendam, COO of Tritech Media commented: “***It is great to again join forces with William. When I joined Primedia I was attracted to the uniqueness of his vision. Now I'm struck by the arguably more unique strategic positioning of Tritech Media and the commanding leadership it has established in South Africa in a short time. I very much look forward to support William's strategic leadership and complementing him to ensure Tritech Media reaches its full potential both locally and abroad***”.

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Visit [www.tritechmedia.co.za](http://www.tritechmedia.co.za) for more information.

## **Enquiries**

### **CapitalVoice**

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## ***Background notes***

### **Abbreviated biography of Ferdi Gazendam (58)**

Ferdi is a Chartered Accountant (South Africa) by training.

After completing articles at Deloitte's in 1984 he spent three years with Deloitte's Technical department in London and thereafter returned to South Africa and held various positions at Deloitte's including Deloitte Consulting as well as Deloitte's IT Consulting practice, which he started.

On leaving Deloitte's in 1991 he was appointed CFO of Teljoy which was listed at the time. He later became COO of Teljoy Cellular, where he affected a successful turnaround, before being appointed CEO of Teljoy Prepaid Services.

Ferdi joined Primedia in 2001, where he initially held the position of COO, working closely with then CEO of Primedia William Kirsh. Ferdi was instrumental in managing the turnaround of Primedia.

Following an overhaul of the organisational structure of Primedia he was appointed CEO of Primedia's Content division, its largest division measured by turnover.

Following the delisting of Primedia in 2007, Ferdi left Primedia to start his own investment company. Notably he developed *envisionme*, a social media job listings board, which he sold to JSE-listed Adcorp in 2012. He was also an investor and advisor to MVNE (Pty) Ltd, which is a leading enabler for mobile virtual network operators (MVNO's).

In 2014 , Adcorp embarked on an aggressive expansion program and Ferdi was asked to assume the role of CEO of Adcorp Global Shared Services in Singapore. Following Adcorp's decision to retreat from its international expansion he returned to South Africa to join Tritech Media.

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