

Hive Digital Media appoints new general manager

Issued by [Spark Media](#)

23 Jun 2022

Hive Digital Media is excited to announce the appointment of Katherine Bell as the company's new general manager (GM). Katherine Bell takes over the reigns from Kristin Louw, who leaves the company to pursue new opportunities.



Katherine Bell

Kath, as she is popularly known within business circles, held the position of Hive's operations manager before the appointment. Her primary focus was to ensure that market products are competitive and that Hive Digital Media executes campaigns accordingly with continued optimisations and strategic reporting insights.

"Kristin has left massive shoes to fill, but I am excited to utilise my knowledge of the business to step-up to the task. I hope to continue the momentum Hive Digital Media has established and continue growing that. We have an incredible team of industry experts, and I aim to strategically steer this ship to the sweet spot that maximises the team's potential and align this with our clients' objectives. Our team is young and dynamic, as is the industry, and I aspire to grow Hive Digital Media in this direction as the market is ever-changing," said Bell.

"In a fast-moving world, change is inevitable. Katherine has been part of Hive Digital Media for a few years with an impeccable record. Katherine's experience and qualifications (Honours degree in Business management) make her more than qualified to take over as GM and run with the challenge. She is a young digital native with a lot of positive energy and I am looking forward to working closely with her," highlighted Servaas de Kock, Caxton group executive-digital.

For any enquiries or more on this new development contact Katherine Bell at info@hivedigital.media, or for available products, contact the Hive Digital Media team at info@hivedigital.media.

- " **New advertising opportunities for retailers as load shedding changes consumer purchase patterns** 30 Jan 2024
- " **Spark Media in the 'Big Apple' for Retail's Big Show** 8 Mar 2023
- " **Local papers continue to dominate as SA's top-performing print media** 1 Mar 2023

[Spark Media](#)



Spark Media, a division of Caxton & CTP Publishers and Printers Ltd, is South Africa's largest print and digital media solutions sales company. It represents Caxton's 115 local newspapers and 58 local websites, providing location-targeted content for brands and ad agencies at scale in 120 economically-active communities. It also produces ROOTS, SA's leading urban, community-level quantitative survey that provides unequalled demographic and behavioural information on local consumers.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

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