

Ligwalagwala FM marketing boss moves to greener pastures

By [Tshepiso Seopa](#)

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He has spent the last two years plying his trade in Nelspruit as marketing manager for Ligwalagwala FM and now Mfundo Ntsibande is on his way to Johannesburg to be MD of a new advertising agency to be known as Slick Marketing.

The 100% black-owned agency will be launching in the next two weeks, around the end of April 2009. It will comprise a network of companies with specialities in consumer insight, branding, PR, creative and strategy.

Though Ntsibande didn't want to say much about Slick, he has promised that Bizcommunity.com readers will be the first to know about the new group, which will have its head office in Johannesburg with satellite offices in Cape Town, Durban and Nelspruit.

Ntsibande emphasised that his departure from the SABC's PBS station has got nothing to do with the current financial crisis and the negative media reporting about the corporation. "I am leaving for greener pastures and to pursue my dream of being an entrepreneur and a media mogul," says Ntsibande.

He was instrumental in re-branding and positioning Ligwalagwala FM in the two years that he spent with the station. During his tenure it was able to secure a spot in the national top 10 list of popular stations in the country.

"I was very fortunate to have been offered an opportunity to work with this exciting brand, it's not everyday in the life of a marketer that you get to reposition and re-brand a radio station. I will forever be thankful to super boss Rio Mabunda for headhunting me to join the station and the support he gave me during my helm as marketing manager, says Ntsibande.

ABOUT TSHEPISO SEOPA

Tshepiso Seopa was a junior journalist at Bizcommunity.com

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