

# East Coast Radio welcomes Mzuvele Mthethwa as new managing director

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East Coast Radio [ECR] has recently appointed Mzuvele Mthethwa as its new managing director effective 1 April 2024, succeeding Bonisiwe Mchunu who left at the end of 2023.

Mthethwa brings a wealth of knowledge and expertise to his new role having spent nearly two decades at ECR, latterly as the station's head of finance, responsible for strategic planning, corporate governance, and financial management. He is also a long-standing member of the Kagiso Media Radio Exco team.

Nick Grubb, chief executive officer at Kagiso Media Radio, said Mthethwa has a unique blend of experience that elegantly fits the station's requirements; "Having collaborated closely with Mzuvele over the years, I have witnessed his commitment, professionalism, decisiveness, and outstanding leadership skills. His appointment as managing director is well-deserved, and I am confident he will make a significant positive impact on the station and its operations."

Mzuvele Mthethwa's appointment as managing director comes after three months in an acting capacity and heralds an exciting new chapter for ECR. The station has demonstrated strong audience growth in valuable segments as a result of a strong lineup of talent, continuous research into the tastes of its audience, community outreach initiatives, and the "Here with You" brand campaign which has engaged and excited listeners all over KwaZulu-Natal.



## More about Mzuvele Mthethwa:

### Qualifications and professional development:

- 2023: Completed the ECR Senior Leadership Development Program at Stellenbosch University.
- 2015: Graduated from the Kagiso Media Senior Management Program at the Gordon Institute of Business Studies.
- 2015: Obtained a Bachelor of Commerce degree from UNISA.

### Board and committees' membership:

- 2024: Non-Executive Director, OFM
- 2018: Director, East Coast Radio Charitable Association.
- 2015: Member, Kagiso Media Radio Executive Committee.

### Fun facts:

- He has been a part of East Coast Radio for nearly two decades.
- Mthethwa is a devoted husband and father.
- He is passionate about helping others reach their full potential.

- He enjoys adventurous weekends doing anything motoring, a self-proclaimed petrolhead.

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