

# Nick Efstathiou is the new general manager at OFM

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OFM is pleased to announce that Nick Efstathiou has been promoted to general manager of OFM. Nick has an established career in radio and solid experience in management.



He started his radio career on OFM in 2001 where he first produced the breakfast show before taking the helm of marketing manager for the station.

Nick says that he is excited to be given this opportunity to lead an incredible team that makes magical radio memories on a daily basis. "This is the best team in radio in South Africa. OFM is a beloved and trusted brand in central South Africa and we will continue to deliver quality to our listeners and our advertisers while keeping true to who we are - 'the sound of your life'", he concluded.

Central Media Group's CEO, Gary Stroebel, says, "Nick was an obvious choice for us because of the passion and leadership that he has displayed over the years. We are confident that he will be a great asset as he already understands the role that programming plays in our station."

Nick together with creative agency Joe Public was instrumental in the execution of OFM's change your tune campaign which won a Gold Grand Prix at this year's Loerie Awards.

Another of his greatest radio achievements was OFM's 25th birthday tour and celebration which saw OFM crisscross the region interacting with its loyal audience and growing the brand.

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## OFM Radio



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