

Lindile Xoko joins Primedia Broadcasting as CRO

Primedia Broadcasting has appointed Lindile Xoko as chief revenue officer (CRO), effective 20 September. Xoko has vast experience in building thriving sales teams delivering impressive top-line growth in difficult conditions.

Before accepting the CRO role at Primedia Broadcasting, Xoko led sales and marketing at Netstar. Prior to that, he held stints at Cisco, MTN and Gijima.

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