

# **SABC names Cindy Diamond as its group executive for sales**

Cindy Diamond has been named the next group executive: sales at the South African Broadcasting Corporation (SABC), beginning 1 September 2023. Diamond will play a critical role in positioning the SABC's commercial services to promote growth, optimise revenue and establish a world-class brand in this capacity.

Diamond offers expertise in digital transformation and sales leadership to South Africa's leading broadcaster, having worked at major commercial media organisations in the nation.

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