

New appointments at Huge

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The Huge Group, which owns managed telecommunications service provider Huge Telecom, has announced three new board appointments which it believes will enable the group to take advantage of the changing business landscape in South Africa.

Michelle Meth joins as financial director of Huge Group.

Meth completed her BCom (Hons) at RAU in 1998 and finished her articles with Meyer Wilson Marsh in 2000. Her passion for telecommunications began with her appointment at Cell C in 2002 as financial manager. After just 18 months she was promoted to executive head of finance. At 28, this made her the youngest executive at Cell C and she was nominated that year by Cosmopolitan as "awesome woman of the year".

In addition to her position as group financial director, she has also been appointed as financial director of Huge Telecom, and will oversee this Huge Group subsidiary's finances for the foreseeable future.

The second key appointment is that of current executive director at the Huge Group, Steve Tredoux, who has been appointed as sales director of Huge Telecom.

Tredoux was previously an executive at MTN, in charge of sales and advertising, before joining the Huge Group in 2008. He remains an executive director on the group board.

"Sales has always been a passion of mine and I believe that correctly positioning your product and offering tangible value to your customers is key to ensuring a profitable business," he says.

Meanwhile, Bennie Vorster, current financial manager of Huge Telecom, has been promoted to commercial director of Huge Telecom and will be responsible for revenue assurance at Huge Telecom.

Vorster holds a BCom in Financial Management from UNISA with majors in Financial, Business and Risk management.

James Herbst, CEO of the Huge Group, comments: "These new appointments will certainly stand Huge Telecom in good stead for the year ahead. In the current economic climate, companies need to ensure that their financial procedures are watertight and that they ensure a high level of internal liquidity.

"In addition, now is not the time to shy away from sales and advertising; consumers are looking for value and they need to they know what is on offer. The new appointments to our board will enable Huge Telecom to take significant strides forward this year and we anticipate positive growth despite these trying times."

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