

Kevin MacGregor has spent over 40 years in the South African media industry. He began his career as a print journalist with the Natal Mercury and Pretoria News. He then moved into the corporate world, starting as Publications Manager with Barclays Bank (now FNB). He rose to head the bank's Corporate Communications and Media Liaison functions before joining ABSA as Assistant General Manager of Communications and Public Relations. After several years with Afrox as Group Communications Manager, working extensively internationally with the BOC Group, he left to join the communications and reputation management consulting world.

He spent ten years as a Media Director at Magna Carta, South Africa's largest agency. He now works as a freelance writer and media consultant for many of South Africa's largest companies. During his career, he has undertaken projects in the USA, the UK, Cyprus, Tanzania, Ghana, Eswatini, Botswana, Lesotho, and Zimbabwe.

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