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New director appointed at BasisMedia B.V.

Marc Roos has been appointed as Managing Director of BasisMedia B.V., the publisher of national daily newspaper Splts, with effect from 1 September 2006.

Roos, 37, succeeds Rob Eijkelenkamp, who was recently named Chief Synergy Officer at Telegraaf Media Groep N.V. (TMG). He has been employed by TMG for 13 years, the past four of them at the Commercial Division of publishing company Uitgeversmaatschappij De Telegraaf B.V. Since 2004, he has been in charge of its advertising sales operations. Earlier in his career, Roos spent several years as a member of the management team of the Telegraaf Tijdschriften Groep in Sweden.

Sjors Kroon, 33, has been appointed as Commercial Director. As well as retaining his current sales responsibilities, he is now to take charge of marketing.

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