

## CITY PEOPLE

*The feuds, the faces and the farcical*  
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### BETTER TELL SID: LEFROY TO LEAVE ADVERTISING HOT SEAT

The Advertising Association is, er, advertising for a new chief executive after the decision by Tim Lefroy to step down at the end of the year after seven years in the hot seat. James Murphy, chairman of the association, spoke of “big shoes for us to fill”. Indeed. During his long career at the sharp end of advertising, Mr Lefroy worked for the likes of Cadbury, Gillette and McCann Erickson and became managing director of YellowHammer and Young & Rubicam and then founded Radical, a consultancy specialising in change management. Despite his many achievements in adland, he will forever be known as the man behind “Tell Sid”, the British Gas privatisation campaign.

### NOT THE RETIRING SORT

Is David Wild, the Domino's Pizza chief executive, planning his eventual retirement? Alongside the announcement of the pizza delivery operator's entry into Scandinavia, he revealed the promotion of Simon Wallis



### Business big shot

NAME  
NICO  
BEZUIDENHOUT  
AGE 39  
POSITION  
CHIEF EXECUTIVE,  
FASTJET



**N**ico Bezuidenhout is joining **Fastjet** as chief executive after ten years in the equivalent role at Mango Airlines, a low-cost subsidiary of South African Airways.

During his tenure at Mango, which has been profitable in eight of the past ten years, he increased its market share to 25 per cent of the South African domestic air travel market and served twice as interim chief executive of the parent company.

He will need that clout in his new job. Ed Winter, Fastjet's previous boss, was ousted in March amid pressure from Sir Stelios Haji-Ioannou, the easyJet founder and a big Fastjet shareholder.

Mr Bezuidenhout is confident the airline can “deliver on its considerable potential”. He will start in August.

from sales and marketing director to chief operating officer for the UK and Ireland. A spot of succession planning, perhaps? “Potentially.” Not that Mr Wild, 61, will be going anywhere anytime soon. “I’m having a ball,” he says soothingly.

### MESSAGE PENDING

Among the hundreds of pages of evidence submitted to the joint parliamentary inquiry into the collapse of BHS this week was a reference to the proposed media strategy in advance of the sale of BHS last year put together by Bell Pottinger, the PR firm. It included a “script on Dominic Chappell's background”. Presumably that did not include his history of bankruptcy and the trail of upset businesses that the head of Retail Acquisitions, left, was involved with over the years.

### NEW ECOSYSTEM

An invitation arrives to the NOA Symposium, where “world leaders in outsourcing, industry pioneers and digital evangelists will all take to the stage, unveiling the technologies, standards and skills now essential to those that want to thrive in the new outsourcing ecosystem”. World leaders in gobbledegook, more like.