

Joe Hamman

Founder, Novus Group and MediaSweep · MediaSweep

Atlanta, Georgia, United States

FOCUS	Media intelligence, Media monitoring and analysis, Broadcast monitoring, Speech-to-text technology, PR and communications, Executive management

About

Joe Hamman has spent more than 25 years in media intelligence and information services. He founded Novus Group in South Africa in 2014 and grew it from a start-up, through two break-even years, into one of the country's largest media monitoring companies, with close to 100 employees and more than 1,000 clients across South Africa, the wider continent and beyond. In 2024 he founded MediaSweep LLC in Roswell, Georgia, to bring the same monitoring and analysis to organisations in the United States.

His companies track what is said about their clients across online, print, television, radio and social media, in real time, and turn it into analysis that PR and communications teams can act on. Broadcast monitoring covers more than 2,000 television channels and 2,500 radio channels worldwide, around the clock, using speech-to-text technology with human verification of every item. A proprietary search engine and Boolean technology monitor thousands of news platforms, and an in-house social platform tracks the major networks alongside around 190 million blogs and tens of thousands of forums. Every client has a dedicated account manager, with flexible terms rather than long contracts or call centres.

At Novus, Joe led the development of South Africa's only speech-to-text technology able to recognise all eleven official South African languages, built after international software failed on local dialects and now holding a vocabulary of more than 200,000 uniquely South African and African words. The technology lets one person capture many times more television and radio content than before. He contributes regular thought leadership on media monitoring, PR

strategy and the effect of technology on the media landscape, and leads the company's corporate social investment work, including support for youth sports.

He was a finalist in the 2017 Entrepreneur of the Year competition sponsored by Sanlam and Business/Partners, is a member of the Forbes Business Council and FIBEP, and serves on the board of MIME. Before founding Novus, he spent more than a decade in sales and client leadership across media and financial information services.

CAREER

Work

2000 to present · 4 roles

MU

Founder and President

MediaSweep LLC, United States

2024 to Present

Founded MediaSweep to extend Novus Group's monitoring and analysis to the United States, delivering tailor-made monitoring across print, online, television, radio and social media, with strategic analysis reports and news-feed integration. Broadcast monitoring covers more than 2,000 television and 2,500 radio channels worldwide, 24 hours a day, using speech-to-text with up to 95 percent accuracy and human verification. Reporting covers tone, sentiment and topics, from daily to annual.

NG

Founder and Director

Novus Group (Pty) Ltd, South Africa

2014 to Present

Founded Novus Group and grew it into one of South Africa's largest media monitoring companies, with close to 100 employees and more than 1,000 clients. Led the development of South Africa's only eleven-language speech-to-text monitoring technology. Contributes regular thought leadership and leads the company's corporate social investment initiatives.

MI

Sales and Client Relations Manager

Market IQ

2005 to 2014

Drove revenue growth and client satisfaction across media monitoring services, leading sales, building client relationships and overseeing service delivery.

MB

National Sales Manager

McGregor BFA, division of MWEB Business

2000 to 2005

Sold financial research and analytical services, managed a team of sales representatives and expanded the client base among financial institutions, corporations and investors.