



IAB SA Executive Board: Nominations

Due by Tuesday 20 October 2020

The IAB would like to extend the invitation to all our IAB SA members to nominate two new positions to our IAB SA Executive Board. We are looking for individuals who are passionate about the digital industry and can bring their full portfolio, expertise, influence and network to empower the IAB SA and its members to thrive in the digital economy in their various seats. IAB SA Executive Board members need to be members of the IAB SA.

The two seats are listed as follows:

IAB SA Agency Seat:

This seat is reserved for an agency executive who is a leader and trail blazer in their field - specifically in their remit to grow digital marketing within their company, the industry and the country at large. In addition, the nominee will have extensive experience in driving the “data agenda” for the digital media, marketing, and advertising industry and be passionate in the seat's focus to localise the IAB Global Programmatic+Data Center’s mission in defining boundaries, reducing friction, and increasing value along the data chain, for consumers, marketers, and the ecosystem that supports them.

IAB SA Trust and Accountability Seat:

This seat is reserved for a marketing executive who is a leader and trail blazer in their field - specifically in their remit to grow digital marketing within their company, the industry and the country at large. This nominee will have an extensive brand and publisher background. In addition, the nominee will be qualified to lead and localise the IAB Transparency and Consent Framework and IAB Gold Standard, as a global cross-industry effort to help publishers, technology vendors, agencies and advertisers meet the transparency and user choice requirements within POPIA. A note that the primary expertise and framework for the programme has been developed by IAB Europe in collaboration with organisations and professionals in the digital advertising industry.

You can nominate a relevant colleague or yourself for the role in the form below. The nomination period is from today, Wednesday the 14th of October 2020, until Tuesday the 20th of October 2020. The relevant nominations will be shared at the **IAB SA AGM on Thursday 22 October** for the IAB member's present to vote on. A note that that there is only one vote per IAB SA member company. The IAB SA Chair, Vice-Chair and CEO will sign off on the final two candidates.

**SHARE YOUR NOMINATION
HERE BY 20 OCTOBER 2020**

As always, a big thank you to our current IAB SA board members, who continue to strengthen the IAB SA and our remit to empower the media and marketing industry to thrive in the digital economy.

About the IAB South Africa:

The Interactive Advertising Bureau is a non-profit, non-government industry body based in over 47 countries around the world with the collective vision to empower the media and marketing industry to thrive in a digital economy. We currently represent over 155 members including online publishers, brands, and educational institutions, as well as creative, media and digital agencies. Our aim is to provide our members with a platform where they can engage and interact with each other and address digital issues of common interest, thereby stimulating learning and growth within the South African digital space. None of this would be possible without both your membership and your participation in our initiatives, platforms, partnerships and projects.

For more information on the IAB [click here](#).

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