

## **IAB appoints Claudelle Naidoo of MediaCom as new Executive Board Member**

The Interactive Advertising Bureau of South Africa (IAB SA) has appointed Claudelle Naidoo, Managing Director of Mediacom, to serve on their Executive Board, where she will fill the Research seat. Claudelle previously served as the Head of the IAB SA Research Council, where she spearheaded the council's objectives of aggregating, collating and creating research to equip and inform the industry, enabling it to thrive in the digital economy.



*Claudelle Naidoo, Managing Director, Mediacom*

With more than two decades of experience in the Media, Marketing, Research & Advertising industries, Claudelle is passionate about data analytics, consumer research, and using her deep-rooted African landscape insights to drive innovation and add value to brands on the continent. Her extensive portfolio includes clients spanning multiple industries, including Telecoms, Entertainment, Health, Motoring, and SMEs. In her current role as Managing Director at MediaCom, her primary focus is on elevating the client experience to drive best practice, performance, and ultimately, ROI.

Her acumen and expertise stand her in good stead to serve alongside her fellow other board members as they work together to guide South Africa's digital media and marketing industries towards the future.

Razia van der Schuur, IAB SA CEO, says: *"Claudelle is incredibly passionate about focusing on key areas of research and development that leads South Africa towards success in the digital economy. The IAB is thrilled that Claudelle takes such an important seat to help drive digital media and marketing forward. We look forward to working with her closely in 2022 and beyond."*

On her recent appointment and future objectives, Claudelle Naidoo comments: *"We have seen immense growth in the digital advertising sector over the last two years in South Africa. The IAB research portfolio is going to be focusing on quantifying this growth for the industry and showcasing value through insights extracted from various research projects throughout the year. These projects are designed to further enable the business, marketing, and consumer environments within the digital space through education and insights."*

*"Our ambition is to remain expert consultants who drive digital best practices through our research and collaboration initiatives. We see the consumer potential in South Africa even with all the complexities, transformation, cultural differences and so forth, and we are committed to utilising the best research techniques available to demonstrate the strength and value of digital advertising and marketing in South Africa."*