

IAB SA CEO 2022 Role Update

16 September 2021

IAB SA is in search of a new CEO to take the helm from 2022

Haydn Townsend, IAB SA Chair and Managing Director, Accenture Interactive announced this week that Paula Hulley, IAB SA CEO will not be renewing her contract into 2022.

After three and a half years in her role, Paula leaves the IAB SA in a strong strategic, financial, and operational position, cementing the IAB SA's positioning and enabling it to truly empower the media and marketing industries to thrive in a digital economy and move the industry forward. Paula's leadership and contribution have been pivotal in the continued success of the IAB SA's various initiatives – especially given the added challenges of 2020.

Paula's departure from the IAB SA means that one of the most impactful roles in South Africa digital is opening up. If you know someone at the forefront of digital communications, who is ambitious about the future of the industry in South Africa, please share this email and the attached document accordingly.

To find out more about the role of IAB SA CEO, [click here](#) or email admin@iabsa.net. All CV applications to be sent to the same address by COB, 3 October 2021.

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 SA click [here](#).

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To find out more about IAB SA Membership Fees and Benefits email Debbie@iabsa.net