



IAB SOUTH AFRICA PUBLISHER COUNCIL CHAIR CALL FOR NOMINATIONS

The IAB is a member-based, non-profit organisation that represents over 160 leading media and marketing companies in South Africa. It is in the business of growing the digital economy by way of empowering the media and marketing industry to thrive in today's ever-changing digital arena. We do this through our connected culture and access to experts and expertise, which enables us to provide smart, actionable and motivating insights to help our members make better digital decisions, and therefore better business decisions.

The work of the association is accomplished through the valued contribution of over 100 IAB SA member company volunteers and executive leaders who give of their time and expertise - together with the investment of their IAB membership - to drive our projects forward.

The IAB SA would like to extend the invitation to IAB SA members to nominate for the new IAB SA Publisher Council Chair. We are looking for an individual who is passionate about driving the digital industry forward within the remit of the Publisher Council and to proactively and collaboratively, along with the IAB Publisher Council and wider IAB network, deliver on the Publisher Council ambition to ensure the value of publishers' audiences are realised and diversified revenue streams are commonplace.

A huge thank you again to Chris Louw for his strong leadership over the past 1½ years and creating a vibrant and meaningful platform for the Publisher Council to deliver on its objectives. And to Claire Cobbleddick, GM of Gumtree South Africa and IAB SA Vice Chair for chairing the Publisher Council in the interim.

Please submit your IAB SA Publisher Council Chair nomination by 12 noon, Wednesday 3 June 2020.

IAB SA PUBLISHER COUNCIL CHAIR NOMINATION FORM

The Interactive Advertising Bureau is based in over 47 countries and serves to empower the media & marketing industry to thrive in a digital economy. We do this through our connected culture and accessible access to experts and expertise, enabling you make better digital decisions with smart, motivating and actionable insights.

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