

The IAB South Africa chair and vice-chair announced

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The Interactive Advertising Bureau South Africa has announced the appointment of Alistair Mokoena, CEO of Ogilvy South Africa, as its new chairman, and Claire Cobbledick, GM of Gumtree, as IAB SA vice-chair. With their complementary skills and diverse experience across the full media and marketing ecosystem, they are well-appointed to further grow the IAB SA remit to empower the media and marketing industry to thrive in a digital economy and guide the bureau through the ever-evolving interactive and digital landscape.



Alistair Mokoena



Claire Cobbedick

“The impact of the Interactive Advertising Bureau to support the industry to make better digital decisions, and therefore better business decisions, is only possible through the expertise, experience and investment of both our members and the industry at large. At IAB SA, our chair and vice-chair, along with our board of directors, bring an incredible charge to drive this forward. Alongside their collective thought leadership and empathy to better understand the challenges at hand; their unparalleled mentorship to advise and nurture our councils, committees and task teams to deliver relevant and meaningful solutions; and their network and influence to activate strategy into implementation, the combination of Alistair and Claire’s experience to propel the industry forward through the power of digital, is an exciting next phase for the IAB in our country. A huge thank you to our outgoing chairman, Chris Borain for his tireless and meaningful investment to the broad and ever-growing remit of the IAB SA,” Paula Hulley, IAB SA CEO.

“It has been an honour and a privilege to serve as chairperson of the IAB for the last three years, and I look forward to continue working with Alistair and working with Claire as we drive the next stage of the IAB’s evolution in South Africa,” Chris Borain

Alistair takes on the role of IAB SA chair, following a year and a half on the IAB SA executive board, as IAB SA vice chair and succeeds Chris Borain, (AME), as IAB SA chairman after three years leading the IAB SA. Chris Borain stays on the IAB SA executive board in his role as IAB SA treasurer and member of the IAB SA Digital Publisher Revenue Optimisation Committee and Publisher Council.

As a well-rounded marketer with deep client and agency experience, Alistair's career experience at SA's top brand building companies includes SAB, Unilever, Tiger Brands, and Mondelez, as well as in leadership roles in the advertising industry previously at FCB and now at Ogilvy South Africa. He is a lawyer by training and has both MBA and chartered marketing qualifications. His priority is to continue positioning digital interactive marketing as a powerful commercial sector for both our industry and the country at large.

"I've spent the past two years doing a PhD on the impact of digital disruption on the advertising business model and this has influenced a lot of the thinking that I bring to the role of chairman. I'm thrilled to partner with Paula, Claire, Chris and the rest of the IAB board in making the digital economy commonplace for all." Alistair Mokoena adds.

Succeeding Mokoena's role as IAB SA vice chair, Claire Cobbledick joins new IAB SA executive board directors Haydn Townsend, Group CEO Wunderman Thompson; Avani Singh, co-founder and director of Power Singh Attorneys; Fahmeeda Cassim-Surtee, CEO DSTV Media Sales and Charlene Beukes GM 24.com, as well as current IAB SA board members Dr Oupa Monamodi, WPP chair and IAB SA Head of Transformation and Education, and Marc du Plessis, group executive: Digital Investments CTP. With two decades of leadership across both agency and publisher remits, including experience in her current role as GM at Gumtree, Claire's in-depth knowledge of the customer economy in leading a direct brand through the power of technology and data, place Claire in the perfect position to inspire the IAB remit to drive insights on Customer Lifetime Value and the strategic and compliant use of data to do so.

"The IAB plays a critical role in supporting the digital publishing and marketing industry, as the landscape evolves at breakneck speed. It is an emerging sector with huge potential for growth, but also so much to learn. I am thrilled to be able to contribute to the sector more broadly; with the aim of fast-tracking learning to accelerate growth!" Claire Cobbledick

The IAB South Africa kicks off the first quarter of 2020 with the IAB SA & PWC Ad Spend Report, the IAB SA Digital Landscape Survey, the 2nd year of the IAB SA Insight Series Events (free for IAB SA members to attend), IAB SA Trusted Brand Round Tables, and The 12th Annual Bookmark Awards on 19 March 2020.

The Interactive Advertising Bureau is based in over 47 countries and serves to empower the media and 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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IAB South Africa



The Interactive Advertising Bureau (IAB) South Africa is an independent, voluntary, non-profit association focused on growing and sustaining a vibrant and profitable digital media and marketing industry within South Africa.

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