

Greg Mason is Effective Measure's new country manager for SA

Digital audience measurement provider for IAB SA and data intelligence solutions company, Effective Measure has appointed Greg Mason as its country manager for South Africa as SSA lead, Nicolle Harding moves on to another role. Mason will commence his employment with Effective Measure in January of next year.

With more than nine years of digital marketing experience, Mason brings with him expertise in display, search, mobile and social media marketing. His former employers include publishers like MSN, BBC, CBS Interactive, Sky News, Sky Sports, Daily Mail, TeamTalk Media, Times Live, Career Junction and various other leading local publishers.

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