

## Oyebowale Akideinde appointed new head of OTT Simfy music services

Simfy Africa has announced the appointment of Oyebowale Akideinde, as head of OTT Music Services.



MTN announced it had acquired Simfy Africa last year and nominated Akideinde, hoping to enhance the digital music streaming services to its wide range of customers across the MENA region.

Oyebowale joins MTN from Boomplay Music where he was the regional director for West Africa.

With over 17 years of experience in the consumer goods, e-business, media and digital sectors, he holds an MSc in Business Information Systems from the University of Hertfordshire, a BSc in Computer Science from the University of Lagos, and a General Music Studies Specialist certificate from Berklee College of Music.

“We are very pleased about Oye’s appointment as he brings passion and knowledge of the rich media industry, this will stand him in good stead to support MTN’s expansion of OTT digital services to our customers,” said Rob Shuter, MTN Group CEO said.

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