

# IAB appoints new executive board member

The Interactive Advertising Bureau of South Africa (IAB SA) has appointed Claudelle Naidoo, the MD of Mediacom, to serve on their Executive Board, where she will fill the Research seat.

Naidoo previously served as head of the IAB SA Research Council, where she spearheaded the council's goals of compiling and producing research to inform and equip the industry to succeed in the digital economy.

Naidoo has more than two decades of experience in the media, marketing, research and advertising industries. She is passionate about data analytics, consumer research and leveraging her deep-rooted knowledge of the African landscape to drive innovation and deliver value to brands on the continent. Her extensive portfolio includes clients across various industries including telecom, entertainment, healthcare, automotive and SME. In her current role as managing director at MediaCom, her primary focus is on improving the customer experience to drive best practice, performance and ROI.

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