

# The Rand Show appoints Didi Okoro as sales manager

The Rand Show has appointed Didi Okoro as a sales manager. She joins the Rand Show team with 15 years of hands-on industry experience.

Okoro is a founding member of boutique media house Contact Media, she started off as part of the sales team and rapidly rose through the ranks to become head of sales.

She hopes to succeed at embracing the change in the Rand Show's target market for the 2019 edition by way of attracting new exhibitors and activations.

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