

# Haresh Nayak's Connect Network strengthens its leadership team; onboards Anjum Tanwar to lead Connect OOH

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Connect Network has announced senior leadership hiring to its group, key among them onboarding Anjum Tanwar to forefront the OOH division of the network, Connect OOH.

Prior to this, Tanwar was heading the OOH vertical of Dentsu India, Brandscope.

Tanwar is a seasoned professional with diverse experience in OOH, Print, Radio and television industry and has more than 17 years of rich experience with his stint in Zee Network, Star India, Radio Mirchi, Times of India.

With Tanwar the team of highly experienced individuals who were part of his journey during Dentsu have also joined Connect Network.

Tanwar said, "I am very excited to be a part of the journey with the Connect network team, as OOH sector is going through transformational change over the past few years fuelled by technology and data. I am happy to see we are building a team of independent experts who will help clients to navigate this journey with client-first approach. We are creating a SAAS-based-approach, the first-of-its-kind in OOH to deliver campaigns for our clients that set them apart from their competition which are efficient, accurate and accountable. I believe Connect OOH is in a position to provide a cost-effective and timely suite of Adtech and Martech solutions for our clients."

The other senior appointments include:

Bhumika Shajwani- Managing Partner, who will spearhead the National business development and Gujarat. A results-driven, tenacious, and energetic media sales professional with a robust experience of over 19 years and an ability to adopt a consultative client acquisition and servicing approach to understand requirements, along with winning business for the organisation.

Ritesh Bhatt- Senior Business Director to lead West region. He has 18+ years of experience in Integrated Media Sales & Marketing. Comes with a varied experience with an exposure in managing national and international Radio & Print media, Strategic Planning and Managing brand across categories. He has worked on diverse set of assignments from ideation to execution coupled with lateral thinking ability and brought industry-first concepts in play.

Sanjay Rao- VP to lead South Region. He has an experience of 18+ years in the Sales & Marketing, successful in strategic planning and buying, brand management and market intelligence including brand advertising, product launches, digital, traditional and non-traditional OOH advertising.

Haresh Nayak, Founder and CEO, Connect Network Inc, said, "As market dynamics continue to evolve rapidly, clients are today looking at intelligent use of data and futuristic technology to plan their campaigns. Connect OOH strives to build a client-first approach, with Anjum and his teams diverse experience across media will be instrumental in moving towards that direction. Having worked with Anjum and team for many years now, I can safely say that they are action oriented and result-driven team who seek opportunity to enhance customers experience, resolve challenges, and act quickly and decisively to deliver outstanding results."