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Fabian Cowan appointed Director at Connect Network to spearhead DOOH business

Fabian Cowan has been at the forefront of shaping OOH and DOOH narratives in India

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by **e4m Staff**
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Connect Network Inc. has appointed Fabian Cowan as Director – Connect Digital, where he will lead the company’s Digital Out-of-Home (DOOH) business.

With over 20 years of experience across OOH, DOOH, radio, and print, Cowan brings deep cross-platform expertise and a strategic vision to the role. He has played a key role in shaping the out-of-home media landscape in India.



Haresh Nayak, CEO of Connect Network Inc., shared: “I’ve had the opportunity to work closely with Fabian for over a decade, and I’ve seen first-hand the depth, passion, and business clarity he brings to the table. His understanding of traditional and new-age media, and his ability to align creativity with commercial outcomes, make him the ideal choice to lead Connect Digital.”

On joining, Fabian Cowan said: “Connect Digital represents the future of how audiences experience media in real-world spaces. With Connect’s solid legacy in OOH and the Immersive tech platform powering our offering, we’re geared to build something transformational: at scale, and with accountability.”

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