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# Fabian Cowan Joins Connect Network As Director

With over 28 years of experience, Fabian Cowan has held senior positions across the media, advertising, and tech innovation space, including IdeaCafe.Agency, Heritech, Dentsu, and more.

by **MM Desk** — July 3, 2025 in **Marketing, People Spotting**

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**Fabian Cowan** has joined **Connect Network Inc.** as *Director*.

He updated about his joining in his LinkedIn bio.

Most recently, he served as Chief Growth Officer (CGO) at IdeaCafe.Agency from April 2023 to July 2025. Prior to this, he was Chief Executive Officer at Heritech, a division of Sapio Analytics, from January 2022 to July 2022.

He spent nearly 6 years at Dentsu's Posterscope, holding multiple leadership positions, as Country Head from April 2020 to December 2021, Director from 2015 to 2020, and Executive Vice President at Brandscope from 2010 to 2015.

Before Dentsu, he served as Sales Head at OOH Media from 2009 to 2010, Business Head

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Radio One from 2003 to 2006 and as Manager – Sales at Mid Day from 1996 to 2003, laying a strong foundation in media sales and regional growth.

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