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Fabian Cowan takes charge of DOOH at Connect Digital as Director

by **MN4U Bureau** — July 3, 2025 in [Advertising](#) Reading Time: 2 mins read

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Mumbai: Connect Network Inc. has announced the appointment of Fabian Cowan as Director of DOOH at Connect Digital, marking a pivotal move in the group's strategic foray into the rapidly

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evolving Digital Out-of-Home (DOOH) media space.

With a robust career spanning over two decades across Out-of-Home, Digital OOH, Radio, and Print, Fabian brings with him a distinctive cross-platform perspective and an entrepreneurial mindset that has helped shape the narrative of OOH and DOOH in India. In his new role, he will lead Connect Digital's mission to establish a tech-enabled, smarter, and more accountable DOOH ecosystem.



Haresh Nayak

Haresh Nayak, CEO of Connect Network Inc.,

welcomed the appointment, stating, *"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."*

Fabian Cowan, expressing his enthusiasm for the new role, 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."*

At the core of Connect Digital's offering is Immersive, a proprietary AdTech platform that unifies inventory discovery, media planning, creative optimisation, real-time analytics, and programmatic buying into a seamless interface. Its unique advantage lies in combining contextual and audience intelligence with DOOH data to deliver precision-driven, performance-oriented campaigns.

Immersive empowers marketers with built-in analytics, automation tools, and access to both private and open SSPs—enabling brands to go beyond basic visibility and focus on real engagement, outcomes, and measurement transparency.

Connect Digital is set to become the innovation engine for the group's DOOH ambitions, offering agencies and brands a future-ready platform to discover, plan, and execute campaigns across digital billboards, transit media, retail screens, and ambient formats—with technology and creativity at the core.

Tags: Connect Digital Connect Network INC Fabian Cowan Haresh Nayak

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