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Fabian Cowan joins Connect Digital as Director to lead DOOH Business

rior to this, Trevor worked at idecafe.agency as Chief Growth Officer.

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Fabian Trevor Cowan

Director - DOOH

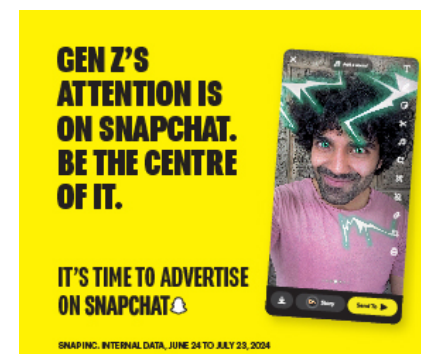
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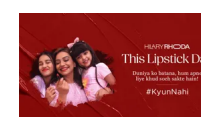
afaqs! PEOPLE SPOTTING

Connect Network Inc. has announced the appointment of Fabian Cowan as director – Connect Digital, marking a significant step in the group's expansion into the Digital Out-Home (DOOH) media space.

With over two decades of deep-rooted experience across OOH, DOOH, Radio, and Print, Fabian brings a rare blend of cross-medium insight, strategic acumen and entrepreneurial drive. He has been at the forefront of shaping OOH and DOOH narratives in India, and now steps in to lead Connect Digital's vision to create a smarter, measurable, and tech-integrated DOOH ecosystem.



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

n joining, Fabian Cowan said:“Connect Digital represents the future of how audiences

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