

# Fabian Cowan joins Connect Digital as Director to lead DOOH business

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**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-of-Home (DOOH) media space.

With over two decades of experience across OOH, DOOH, Radio, and Print, Fabian brings a blend of cross-medium insight, strategic acumen, and entrepreneurial drive. He has been involved in 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.

**Haresh Nayak, CEO, Connect Network Inc.** said, "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** 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."

Immersive: The Edge in DOOH

At the heart of Connect Digital's offering is Immersive, a proprietary AdTech platform that brings inventory discovery, planning, creative optimization, real-time insights, and programmatic buying onto a single interface. What sets Immersive apart is its ability to

integrate DOOH data with contextual and audience intelligence, making planning both precise and performance-driven. With built-in analytics, campaign automation tools, and access to both private and open SSPs, Immersive empowers marketers to move beyond visibility towards engagement, outcomes, and transparency.

Connect Digital will serve as the DOOH innovation engine of the group, enabling agencies and brands to discover, plan, and activate campaigns across formats from large digital billboards and transit screens to retail and ambient networks with tech and creativity baked in.

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