



Connect OOH onboards Nitin Kataria as AVP South

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by **e4m Staff**

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Connect OOH has announced the joining of Nitin Kataria as the Assistant Vice President (AVP) for South India.

Nitin brings over 16 years of diverse industry expertise, with a remarkable track record in radio, print, and an extensive focus on OOH advertising, the company said.

In the past, he has held pivotal roles in renowned organizations including BIG FM, Outlook, Posterscope, Cheil, and Kinetic.

"We are thrilled to welcome Nitin Kataria to our Connect OOH family," said Haresh Nayak, Founder & CEO of Connect Network Inc. "Having worked with him in past I know his wealth of experience and proven success in OOH advertising align perfectly with our vision for continued growth and innovation. With Nitin leading our Southern operations from our Bangalore office, we are confident in his ability to drive our business forward and deliver exceptional value to our clients."

Aditya Goel, Head Connect OOH said "Nitin is a seasoned professional and has shown great line of work in the space of Out of Home over the years. With his vast experience and detailed oriented approach, we at Connect OOH are excited about him joining the team."

In his new role as AVP South, Nitin will assume leadership responsibilities for Connect OOH's Southern business operations, leveraging his expertise to further strengthen the company's presence and deliver unparalleled solutions to clients in the region.

"In a very short span, Connect Network has built enriching consumer engagement experiences for Brands backed by deep insights and future ready planning capabilities. I am absolutely thrilled to starting this journey and eagerly looking forward to contributing towards business success" said Nitin Kataria.