

Connect OOH appoints Aditya Goel as national head

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Aditya Goel

Connect OOH, an Out of Home (OOH) advertising sector, has announced the appointment of Aditya Goel as its new national head.

With a wealth of experience and a strong track record in the advertising industry, Goel is set to lead Connect OOH into an exciting phase of expansion and innovation, the company stated in a press release.

Goel joins Connect OOH with over two decades of proven excellence in the outdoor advertising sector. His career has been punctuated by achievements, where he has consistently propelled brands to new heights through strategic leadership and innovative campaigns.

Gel's unparalleled expertise, coupled with his unwavering commitment to creativity and innovation, perfectly aligns with Connect OOH's visionary path for the future, the company added. "We are thrilled to welcome Aditya Goel to our team as Business Head," said Haresh Nayak, founder and chief executive officer of Connect Network Inc. "His extensive knowledge of the advertising industry, strong leadership skills, and innovative thinking make him the ideal candidate to lead our company into the next phase of growth. We are confident that Aditya's vision and strategic approach will propel our business to unprecedented heights."

The company stated that Goel's appointment is timely, coinciding with Connect OOH's strategic expansion in the OOH market. His strategic acumen and profound understanding of consumer behavior will play a pivotal role in shaping the company's growth strategy and bolstering its market presence.

"I am excited to embark on this journey with Connect OOH, a company renowned for its unwavering commitment to excellence and innovation in the Out of Home sector," said Goel. "I eagerly anticipate collaborating with Connect OOH's exceptionally talented team to build upon the company's robust foundation and foster growth through creative and data-driven solutions. Together, we will continue to deliver outstanding results for our clients and stakeholders." Goel's appointment underscores Connect OOH's steadfast dedication to maintaining a prominent position in the industry. By attracting top-tier talent and cultivating a culture of innovation and excellence, the company remains resolute in its commitment to delivering exceptional value to clients and shaping outdoor advertising, the company added.