

## Connect Network appoints senior leadership team

Former dentsu India employees Anjum Tanwar, Bhumika Shajwani, Ritesh Bhatt and Sanjay Rao join the agency founded by Haresh Nayak

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Connect Network founded by Haresh Nayak and launched in January 2022 has announced the senior leadership team.

Anjum Tanwar has been appointed as executive vice president for the OOH division of the network, Connect OOH. Prior to this, Tanwar was heading the OOH vertical of dentsu India, Brandscope.

Sanjay Rao has joined Connect Network as vice president and will lead the South India business. He was formerly associate vice president, dentsu International.

Bhumika Shajwani has been appointed as managing partner and will be spearheading the national business development and Gujarat. Shajwani was associate vice president, Posterscope India.

Ritesh Bhatt has been roped in as senior business director to lead the West region. Bhatt was business director, Posterscope India.

Haresh Nayak, founder, CEO, Connect Network, said, “As market dynamics continue to evolve rapidly, clients are today looking at intelligent use of data and futuristic technology to plan their campaigns. Connect OOH strives to build a client-first approach, with Anjum and his team diverse experience across media will be instrumental in moving in that direction. Having worked with Anjum and the team for many years now, I can safely say that they are an action-oriented and result-driven team who seek opportunities to enhance customers experience, resolve challenges, and act quickly and decisively to deliver outstanding results.”

Tanwar said, “I am very excited to be a part of the journey with the Connect network team, as the OOH sector is going through transformational change over the few years fueled by technology and data. I am happy to see we are building a team of independent experts who will help clients to navigate this journey with a client-first approach. We are creating a SAAS based approach first of its kind in OOH to deliver campaigns for our clients that set them apart from their competition which are efficient, accurate and accountable. I believe Connect OOH is in a position to provide a cost-effective and timely suite of Adtech and Martech solutions for our clients.”