

## Connect Network reinforces leadership team, Anjum Tanwar to lead OOH business

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Bhumika Shajwani joins as Managing Partner to spearhead the National Business Development and Gujarat; Ritesh Bhatt appointed as Sr. Business Director, Sanjay Rao as VP to lead South Region



Connect Network has announced senior leadership hiring to its group. Anjum Tanwar has been roped in to forefront the OOH division of the network, Connect OOH. Prior to this he was heading the OOH vertical of dentsu India, Brandscope.

Anjum Tanwar is a seasoned professional with diverse experience in OOH, print, radio and television industry and has more than 17 years of rich experience with his stint in Zee Network, Star India, Radio Mirchi, Times of India. With him joins a team of highly experienced individuals who were part of his journey during dentsu.

On his new role Anjum said: “I am very excited to be a part of the journey with the Connect network team, as OOH sector is going through transformational change over the few years fueled by technology and data. I am happy to see that 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, the first of its kind in OOH, to deliver campaigns for our clients that set them apart from their competition. I believe Connect OOH is in a position to provide a cost effective and timely suite of adtech and martech solutions for our clients.”

The other senior appointments include:

Bhumika Shajwani, Managing Partner, who would spearhead the national business development and Gujarat. Bhumika has experience of over 19 years.

Ritesh Bhatt, joins as Sr. Business Director to lead West region. He has 18+ years of experience in integrated media sales & marketing.

Sanjay Rao join as VP to lead South Region. He has 18+ years of experience in sales & marketing, strategic planning and buying, brand management and market intelligence including brand advertising, product launches, digital, traditional and non-traditional OOH advertising.

Speaking on the company’s team reinforcements, Haresh Nayak, Founder & CEO, Connect Network Inc 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. Anjum and his team’s diverse experience across media will be instrumental in moving towards that direction.”