

Tractor Outdoor welcomes Lizelle McConnell to the team!

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Tractor Outdoor recently appointed Lizelle McConnell to join their sales team in their Joburg branch.



“With over six years’ experience in the OOH industry and having an extensive sales background, we are extremely excited to have someone with such passion and proactive personality as part of our team. Lizelle has built great relationships during her time in the media field and has strong experience in working with clients from a broad spectrum of industries. We know that she will be a huge addition to the team and Tractor family,” says Simon Wall, Managing Director at Tractor Outdoor.

Lizelle is an experienced sales and media executive specialising in digital, airport advertising and media planning across different sectors including banking and FMCG. She was previously employed at Provantage Media group as the Regional Sales Manager and her experience includes servicing some of the biggest media agencies and clients across Johannesburg and Cape Town, with some of the largest portfolios being Omnicom Media Group and The Media Shop.

“I am very excited to join the Tractor team! What attracted me most to joining this dynamic boutique media owner, is the diverse media platform offerings that lends itself to creativity and innovation. Aligning myself to a purpose-driven company with strong values is of high importance to me and from my interaction with the team it is clear that the values of Tractor are alive and thriving which really excites me!” says Lizelle McConnell, Senior Group Sales Executive at Tractor Outdoor.

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Tractor Outdoor



Tractor Outdoor was founded in 2001 by international industry veterans and is managed by a team who has a comprehensive grounding in the outdoor media industry.

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