

## New CNN Africa commercial head

Cathy Ibal has joined CNN International Commercial's executive team and taken on a wider remit adding CNN's advertising sales across Middle East and Africa to her existing responsibilities in Southern/Central/Eastern Europe, Turkey and CIS.



Cathy Ibal

In this expanded sales director position, Ibal will lead CNN's advertising sales teams across all of these regions and extend her work with CNN International's digital, data and branded content divisions to deliver smart, integrated advertising and brand solutions to a wider range of clients. Ibal will also be responsible for developing CNN's long-term strategic relationships with key brand partners in these regions.

Beyond CNN's linear channels, Ibal will continue to identify opportunities for advertisers in innovative areas such as the expanding CNN Digital offering, branded content on CNN International and socially distributed video network Great Big Story, cross-platform CNNMoney programming, and luxury environments including CNN Style – now on TV and digital.

CNN's advertising relationships across Southern/Central/Eastern Europe, Middle East, Africa, Turkey and CIS have grown exponentially and the network is number one in TV and digital in independent media measurement surveys.

Recent commercial partnerships include – Turkish Airlines renewing its sponsorship of food show *Culinary Journeys*, EMAAR renewing again its association with *One Square Meter* and MTN collaborating with CNN on the launch of the unique Africa View app.

Ibal has progressed at CNN International over the last 15 years in a series of commercial roles.