

Continental Outdoor appoints new MD: Africa division

Julieah Muthama has been appointed as managing director of Continental Outdoor Media's Res of Africa operation, which includes 13 sub-Saharan African countries, excluding South Africa.



Julieah Muthama

With over 15 years of marketing, strategy development and implementation experience in the FMCG sector, Muthama will report to Barry Sayer, CEO of Continental Outdoor Media.

"We are excited to welcome Julieah to our team and look forward to renewed growth and expansion under her leadership within our sub-Saharan business", said Sayer on the announcement.

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