

## Continental Outdoor Media appoints John Farquhar

Continental Outdoor Media has announced the appointment of John Farquhar as the deputy managing director for the company's Rest of Africa (RoA) operations. Farquhar will report to Adelaide McKelvey, RoA managing director.



John Farquhar

"John's history in the outdoor advertising industry in South Africa has been long and fruitful. His experience led him to be appointed as our Zambian office MD, where he has shone; we therefore feel it fit to promote him in a role that will allow him to serve the rest of Africa in this significant growth period," said McKelvey.

Farquhar first joined Continental Outdoor Media 14 years ago as sales director. In 2011 he was appointed as MD for Continental Outdoor Media, Zambia. His new designation however will see him based at the Johannesburg head office in South Africa.

"Together, Adelaide and I hope to make a positive difference to the RoA division. There is much scope and possibility in the outdoor advertising industry in Africa, and so I am excited to be at the coalface of all that is to come." said Farquhar.

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