

## **InMobi appoints sales lead for its Microsoft Advertising partnership in SA**

InMobi has appointed Janette Hardman as the sales lead for South Africa and Jacob Joseph as the business head for Microsoft Advertising in the Middle East and Africa. This is in response to its recently expanded relationship with Microsoft Advertising across Africa and the Middle East. Hardman and Joseph will aid InMobi's efforts to grow, retain, and empower strategic and enterprise advertisers.

Additionally, Nilay Yucedag, Seun Methowe and Priyanka Nambiar are appointed as sales leads for Turkey, West and East Africa, and Gulf Cooperation Council (GCC) markets respectively.

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