

MaxAxiom appoints Mike Carter as special projects director

MaxAxiom has announced that it has appointed mobile business development specialist Mike Carter. Mike officially joins the MaxAxiom team on 4 May as special projects director.

Carter previously formed a strategic integral business development role for Mxit. He joined the company in 2008 as senior account manager, focused on strategy and business development before moving into a new business director role. His most recent role is that of commercial director at global DSP, ChargeAd.

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