

Global Out of Home Media appoints Marcell Entres to head up Ghana operation

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Global Out of Home Media - a division of the Provantage Media Group - has appointed experienced industry professional Marcell Entres as the new general manager of its Ghana operation.



Entres has nearly 15 years' experience in the African out of home industry and has extensive knowledge of the continent, having worked across Africa in countries such as Angola, Mozambique, Swaziland, Madagascar and Mauritius.

This has included experience in the establishing of new offices and taking on senior operational roles.

"This is an incredibly exciting opportunity and I'm looking forward to working with a team that has already built a great reputation in the African out of home space," says Entres. "It's an exciting time for the industry and Global Out of Home Media, and with the backing of PMG's resources I believe we have the opportunity to significantly strengthen our position in the West African market."

The appointment of Entres adds considerable weight to Global Out of Home Media's senior management across the continent, with the division now operating in nine African markets outside of South Africa, with dedicated offices and teams in eight of those. Markets covered include Nigeria, Cameroon, Ghana, Ivory Coast, Kenya, Congo, DRC, Guinea Conakry and Senegal.

"Marcell's experience and knowledge of the African market will be invaluable, and I'm looking forward to his input in Ghana as we grow the Global Out of Home Media footprint across the continent and enhance the division's reputation as the go-to partner for all out of home needs in the key African markets," says Sylvain Rouch, General Manager of Global Out of Home Media.

West Africa is a key investment and growth market for Global Out of Home Media, with the Ghana operation perfectly placed to service this area of the continent and build on its core offering of airport and roadside billboard holding, and street furniture, with a focus on great service and the delivery of effective and results-driven campaigns.

"We are currently busy with numerous initiatives and projects in the region across operations, maintenance and development. Among others we're currently introducing a range of digital platforms and upscaling our operations to ensure we effectively service the growing need from multinationals and global brands in the market. With Marcell's assistance in

supporting these initiatives, we're looking forward to further cementing our position in the region," concludes Rouch.

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