

# Gavin Emes is in the Vicinity

Issued by [Vicinity Media](#)

30 May 2017

Vicinity Media have announced that digital media heavyweight Gavin Emes will be joining the location-based mobile network. Emes will head up Vicinity's African expansion, bringing with him over a decade's experience in sub-Saharan Africa, South Africa and the UK.



Gavin Emes

Commenting on his new role Emes said, "The fit is a natural one for me, as I was part of the team that launched location-based 'Weve' in the UK many years ago and have always viewed location as the future of mobile. In my experience the African market is hungry for innovation, and also loyal to local publishing platforms. Vicinity Media's technology and premium African network will tick both boxes."

Gavin is not the only new appointment at Vicinity. The Ad Ops department has been bolstered by Bryce Betha and Lerato Modibedi, taking the team to five strong. The Cape Town-based Development team has also recently welcomed David Jansen van Vurren and Ed Dikotape as Vicinity completes its move from an outsourced to a completely internal tech team.

Vicinity Media currently operates in South Africa, across Africa and the Middle East and in the UK.

[For more information](#)

" **Meet the contenders: Introducing the official teams for the Vicinity Media Padel League!** 18 Mar 2024

" **Vicinity: The Year in Data 2023** 20 Feb 2024

" **Is your targeting as accurate as ours? Smash the competition in the Vicinity Media Padel League!** 19 Feb 2024

" **The power of 1st party data in omnichannel strategy and measurement** 28 Sep 2023

" **The biggest opportunities that mobile data and location technology offer the OOH and digital OOH industry** 30 Jun 2023



## Vicinity Media

Vicinity Media is Africa's first true Premium location based ad network.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>