

Tractor Outdoor welcomes 2 new board members

Tractor Outdoor, an independent outdoor media owner, has added two key members to its board: Mali Motsumi-Garrido, sales director and Ruchelle Mouton, head of group marketing and services who joined the company early last year.

Motsumi-Garrido brings a wealth of experience from previous roles at Caxton Magazines, Primedia Broadcasting, Mediamark and DStv, where she led the regional sales team.

Mouton, with a background in senior marketing and insights roles at Primedia Outdoor and Provantage, has also served as an OMC board member and played a crucial role in launching the "ROAD" audience measurement.

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