

MEDIA NEWS

[OBN APPOINTS DIRECTOR OF BUSINESS DEVELOPMENT]

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Toronto's **Outdoor Broadcast Network** has appointed **Dora Alexander** to the newly created role of director of business development.

Alexander is charged with seeking new sales and revenue opportunities for OBN, which operates video boards in 13 Canadian cities including Vancouver, Edmonton, Calgary, Toronto and Halifax.

"It's really trying to further the development of our business; other ways we can work with companies to utilize our network," said OBN president and CEO **Peter Irwin**. "The core of our business is working with the agencies and buying spots and dots...but clearly with the technological capabilities, I believe there are opportunities to do more."

Irwin said he's keen to explore how OBN—which counts the Toronto Eaton Centre Media Tower at Dundas Square among its properties—can fit within integrated campaigns using the likes of mobile and online. "I want to try and evolve other types of relationships," he said. "Are there integrated media partnerships we need to be looking at with the online world? What can we be doing in terms of integrating mobile messaging and text capabilities to provide greater integrated programs? What type of integrated content programs can be done with OBN and other media?"

Alexander was most recently senior account director at the Los Angeles youth marketing firm **Alloy Media + Marketing**, where she implemented cross-platform campaigns spanning out-of-home media, print, interactive and promotional. She also developed strategies for large format out-of-home acquisition and build-out.

Irwin said Alexander's hire resulted from a "confluence of events."

"I'd been thinking about trying to put something like this in place, and she was in the midst of moving to Toronto and had called and asked to meet," said Irwin. "I talked with her several times, looked at her experience and what she had done at Alloy. She understood print, she understood out-of-home...she understood a small business that was evolving. She just had a really good perspective about business I thought could really help us out."

Alexander has also held a number of media sales and marketing managing positions in both the U.S. and Brazil. She holds an MBA, with a specialization in Latin American markets and economy.

Irwin said that OBN is seeing the effects of the current economic climate, but remained confident in its ability to withstand a potential ad slowdown. "The advertising market is tight right now [and] we're just having to work harder and smarter," he said. "I'd love to see things turn around and start growing, but at least we're in a space that has a level of uniqueness to it."