



## OBN Hires New Business Development Director

by Gail Chiasson  
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**Dora Alexander** has joined the **Outdoor Broadcast Network** in the newly created role of director of business development.

Alexander's main focus will be to seek new sales and revenue opportunities for OBN, while leading a team to develop and expand unique marketing solutions for clients across OBN's national video board network.

A specialist in Latin American Markets and Economy, Alexander was recently senior account director at Alloy Media + Marketing in Los Angeles, California, where she implemented cross-platform campaigns; sold OOH media, print, interactive, nightlife media, promotional events and sampling programs; developed comprehensive strategy for large format OOH acquisition and build-out; and serviced major corporate accounts, agencies and client direct. She earlier held several media sales and marketing managing positions in the U.S. and Brazil.

The OBN national network delivers a weekly audience of over 11 million across the markets of Vancouver, Victoria, Chilliwack, Edmonton, Calgary, Winnipeg, Windsor, Niagara Falls, Cambridge, Hamilton, Saint John, Halifax and Toronto. OBN is a member of the **Canadian Out-of-home Digital Association**, **Canadian Out-of-Home Measurement Bureau** and **Out-of-home Marketing Association of Canada**.