

## Alexander and MacInnis Promoted at OBN

by Gail Chiasson

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**Dora Alexander** has been promoted to the position of vice-president advertising sales from her initial role as director of business development at Toronto-based **Outdoor Broadcast Network**.

Reporting to Alexander are the national and direct sales teams based in Toronto, as well as the sales support team.

“Dora joined OBN in the fall of 2008 and has made an outstanding contribution to the development of our sales strategies,” says **Peter Irwin**, OBN's president. “In her new role, Dora will lead the sales effort and continue to evolve the company's sales strategies.”

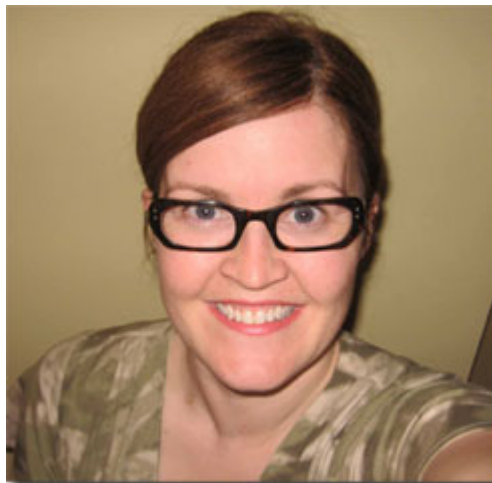
Also promoted at OBN is **Zandra MacInnis**, who joined OBN as specialty account manager a year ago to sell advertising direct to local, regional and retail clients in the GTA. She has been promoted to national account manager.

MacInnis's creativity and dynamic personality showed that she could deliver client centric solutions to a wide variety of businesses and services over the past year. She will now be working with advertising agencies on behalf of OBN.

OBN is the only national network of video boards in Canada and also offers several specialized out-of-home media venues. 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.



Dora Alexander



Zandra MacInnis