

Chris Borain elected new IAB SA chairperson

Following yesterday's AGM, the IAB has announced its new industry chairs: Chris Borain, group commercial director at the *Mail & Guardian* Group takes on the reins as new chairperson, with Paula Hulley from Gloom@Ogilvy elected as vice chairperson.



Shaking on it: Cinman and Borain

Jarred Cinman, outgoing chair of the IAB SA after 3.5 years says they've left the organisation transformed from where they started and more engaged with the regulatory environment than ever before.

Borain's priority is to continue positioning digital as a powerful commercial sector, with the IAB Bookmark Awards and Summit now a key event on digital calendar.

Josephine Buys, CEO of the IAB SA, looks forward to working alongside Chris and Paula to build on Cinman's legacy.

Marking another shift, Fred Roed, head of agencies, has resigned and will be replaced by Kerry Friend, now of FCB.

The new leadership team, along with integration of more business sectors into the IAB SA's remit, is said to illustrate the inclusive, important role digital plays within business as a whole.

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