

OOH Capital extends global reach with new partners

OOH Capital, the global Out of Home advisory company and consultancy, has extended its global reach with the arrival of three new partners, covering Asia, the United States and Benelux.



Source: <https://www.oohcapital.com>

The new partners are Jim Liu, formerly Zenith Media Head of OOH in China and later instrumental in setting up Group M's Kinetic China; Sheldon Silverman, founder of Liquid Marketing and CEO of the SmartBomb Media Group in the US, and Fred Kuhlman, a founding partner of Nationaal Adviesbureau Buitenreclame in the Netherlands.

OOH Capital advises OOH businesses, cities, real estate owners and technology suppliers on the best ways to navigate the rapidly changing OOH landscape. It operates globally and services also include specialist advice on mergers and acquisitions, OOH digitisation strategy and implementation for governments, local authorities, and cities.

Additionally, OOH Capital advises brand owners and technology companies on the best ways to increase their revenues from OOH, now accounting for around 7% of the \$600bn worldwide advertising market.

Since its launch last March, the consultancy has advised financial institutions considering investing in OOH, in the US, a major European City on how to restructure their commercial relationships with OOH media owners to the benefit of all stakeholders and has just been handed its first assignment from an Asia based client, with international ambitions.

Tom Goddard, chairman of OOH Capital says: "I am very proud to welcome our new partners, who have impeccable credentials and proven track records in their respective fields. They will join our existing partners in a dedicated client-

focused specialist OOH advisory service, with the experience to take a truly global, holistic view.”

Formed last year and headed by former Ocean Outdoor chairman Goddard, the group also includes managing partner and former Posterscope global CEO Annie Rickard; Posterscope’s former global insight director David Gordon; former Iberia CEO Carlos Viladevall; former Clear Channel France president Philippe Baudillon and; Stephen Freitas, the highly regarded former CMO of the Out of Home Advertising Association of America (OAAA)

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