

## **Cathy Ibal, Rob Bradley appointed to head CNNIC's 'Audience First' strategy**

CNN International Commercial (CNNIC) has appointed Cathy Ibal and Rob Bradley as joint-heads of CNN's international advertising sales business to lead CNNIC's 'Audience First' strategy. The strategy puts audiences at the heart of every campaign rather than focus on platform or geography.

Ibal joined CNN in 2001 and leads advertising sales for all EMEA, while Bradley joined the organisation in 2015 and leads advertising sales across Asia and Latin America. They will both continue to report to Rani Raad, president for CNN Worldwide Commercial.

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