

CNNIC promotes Cathy Ibal to senior VP of EMEA

CNN International Commercial (CNNIC) has promoted Cathy Ibal to senior vice president of the Europe, Middle East and Africa (EMEA) region. Ibal will be based in Paris and will report to Rani Raad, president of CNNIC.

The new position is an expansion of her previous role where she was vice president of advertising sales for the Middle East, Africa and Southern, Central and Eastern Europe.

In her new role, Ibal will lead CNN's commercial teams responsible for France, Switzerland, Germany, Austria and Belgium markets working with new partners and long-standing advertisers in sectors such as luxury, banking, finance, travel and tourism.

She is also now responsible for managing and growing a large portfolio of clients, connecting a wide variety of brands with CNN audiences across TV, digital and social platforms using innovative content and data solutions.

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