

# CNN names Rani Raad as president of CNN Commercial

CNN Worldwide has appointed Rani Raad as president of CNN Commercial. The new global position is to broaden the company's new business streams and increase the value that CNN provides to commercial partners

Raad reports directly to Jeff Zucker, chairman of WarnerMedia News and Sports and president of CNN Worldwide.

"There has never been a more important time to be strategic and purposeful about revenue generation across the platforms of CNN Worldwide," said Zucker. "By aligning Rani and his team more closely with the rest of the CNN organisation, there is no doubt it will make a big difference in our ability to find new ways of doing business and enhanced opportunities for our clients around the world."

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