



Rani Raad has been appointed to the new role of president, CNN International Commercial.

In this role, Raad, who is Lebanese, will continue to be responsible for CNN's commercial functions outside the United States. In addition, the development of Turner International's programmatic trading strategy will be facilitated under his leadership. Previously, as executive vice-president and chief commercial officer, CNN International, Raad led the CNN International Commercial group since it was created in 2013 to directly align all international commercial activity into one organisation. This activity spans core business activities such as advertising sales, content sales

and partnerships, business development, marketing and research.

Gerhard Zeiler, president of Turner International, to whom Raad reports, said: "Rani has a remarkable track record in leading a diverse portfolio of commercial initiatives across international markets. He has built a new digital team that is the authority in this space and has transformed the commercial operation for CNN internationally, bringing in a new leadership team to deliver best-in-class and award-winning ad sales solutions."

Public relations network TRACCS has named Stephen Marney as the agency's vice president of strategy and development.

With three decades of media, communications and business consultancy experience Marney has been tasked with developing TRACCS's existing and future portfolio of products and services, revamping its 'Enrich' suite of training programmes and enhancing the internal communications and strategic business advisory practices. With a direct reporting line to the chief executive officer, Marney will complement the strategic business interests of TRACCS.

Marney said: "I am excited about this new challenge and I am confident that I can draw upon my 16 years of experience in the region, working with a diverse portfolio of clients across various industries, including media, to make strategic business enhancements within TRACCS."



IBT Media, the global news organisation that owns *Newsweek* and the *International Business Times*, has appointed its first chief operation officer for Europe, the Middle East and Africa.

Greg Witham is tasked with expanding the growing media brand's international business into new markets.



"Greg will be part of our core leadership team in London," said Dev Prasad, co-founder and managing director at IBT Media UK and EMEA. "With his skill set and confidence he's best suited to help us become a leader in the cutting edge digital news business. His experience of identifying trends, driving growth and working across many platforms including print magazines and digital products makes him the ideal appointment." Witham joins IBT Media on March 7 and will be responsible for spearheading commercial growth across key markets. He will also develop new revenue streams while overseeing the overall strategy and operations for the business.

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