

MaxAxiom appoints new business development director

Carl Jordan has been appointed as the new business development director at MaxAxiom. Jordan is an advertising technology specialist who has worked for Yahoo UK, Google UK and Thomson Reuters UK. He moved to Johannesburg in 2013 and partnered with Outbrain South Africa to set up their distribution network. Jordan comes with 17 years of experience selling advertising technology solutions to media and digital agencies, brands and publishers.

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