

# Genevieve Nash joins Vicinity Media

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Vicinity Media has announced that digital specialist and industry leader Genevieve Nash has joined the fast-growing location-based mobile advertising network.



Genevieve's decade of media experience includes successful stints at a number of leading media players including Primedia and Habari. She joins industry heavyweights Darren van der Schyff and Dwane McCarthy in Vicinity Johannesburg business development team.

Commenting on the new appointment, Vicinity COO Neil Clarence said, *"Genevieve is well known and respected, getting her on board is an indication of Vicinity's growing reputation in the digital industry. In addition to Gen, we're in the process of growing our team further as we look to maximise the impact of our ongoing tech innovations as well as the growth in our premium publisher network."*

## VICINITY

Vicinity Media is a premium mobile advertising network that offers true proximity targeting to advertisers. Vicinity harnesses best-of-breed technology and location expertise to deliver street-level location targeting and driving mobile users into advertiser locations. Vicinity targets users further based on search term, handset type, time of day or day of the week, ramping up the relevance of mobile campaigns to never before achieved levels. Vicinity Media is bringing a Relevance Revolution to mobile.

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