

Tractor Outdoor announces Lizelle McConnell as their head of sales Gauteng

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Tractor is excited to announce that Lizelle McConnell, their former senior group sales executive, was promoted to head of sales Gauteng with effect from February 2019.

With over six years' experience in the OOH industry and since joining Tractor Outdoor in 2018, Lizelle has significantly further developed and built their growing client portfolio. As head of sales, Lizelle will be responsible for sales team leadership, driving revenue, contributing to marketing initiatives as well as general management responsibilities.

"I am delighted to be stepping into this new exciting role. OOH advertising has been my passion and I have enjoyed being part of this dynamic ever evolving industry and continue to be inspired and motivated with all the opportunities that lie ahead," says Lizelle.

Tractor Outdoor has accomplished quite a few developments in the past year, including a partnership with Urban Signs; the onboarding of the Oasis Media forecourt digital inventory; as well as employee growth opportunities. "Tractor is extremely excited to get this year rolling! We are pleased with all the changes that we've undergone so far and look forward to what lies next for Tractor." Says Simon Wall.

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Tractor Outdoor was founded in 2001 by international industry veterans and is managed by a team who has a comprehensive grounding in the outdoor media industry.

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