

# Razia Pillay appointed new IAB SA CEO

Razia Pillay has been appointed the CEO of the Interactive Advertising Bureau South Africa (IAB SA).



Razia Pillay, new IAB SA CEO

A digital marketing expert and youth empowerment innovator, Pillay is already active in her new role, where she replaced former IAB SA CEO, Paula Hulley. She is also an established member of the IAB and serves on the group's Transformation Council.



## EXCLUSIVE: Paula Hulley reflects on her time as IAB SA CEO

Emily Stander 17 Sep 2021



She also served as founder and managing director of Four Digital Academy, and as a lecturer and facilitator at Red & Yellow's Digital Marketing Unemployed Learnership Programme.

"I have spent all my time and energy on empowering young people to put their best foot forward in the digital world," says Pillay.

"I look forward to expanding the reach and impact of my work through the strong relationships I have built at the IAB and across the digital marketing sector," she adds.

## The right candidate

"Pillay is an energetic and motivated digital evangelist who is already an active and committed IAB volunteer," says IAB SA chair and Accenture Interactive Africa lead, Haydn Townsend.

“She’s a strong communicator and collaborator who is inspired about the future of our industry. We are well aware of her impressive ability and commitment, and we are thrilled to have her take the reins.”

“Pillay has a particular strength in education and development and we are confident that she will build on the legacy that Hulley leaves her,” says IAB SA vice chair and GM of Gumtree South Africa, Claire Cobbledick.

“She understands our commitment to driving digital innovation and empowering businesses to thrive in the digital economy. She is the right candidate for the right time,” she adds.

## **Digital vocational training**

Pillay spent the early part of her career at what is now Arena Holdings, where she rose to become digital brand manager. She moved to Independent Media, where she worked as group head: native advertising and social media, and co-founded Volt Digital, a simulation internship to train young people who have entered the workplace.

Razia subsequently helped establish the Change News Digital platform, which showcases social impact projects as well as the Four Digital Academy, which provides digital vocational training for women to ensure 4IR readiness.

The IAB is a non-profit, non-government industry body based in over 47 countries around the world with the collective vision to empower the media and marketing industry to thrive in a digital economy.

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