

## Rani Raad takes global position at CNN

Rani R. Raad, former SVP of CNN International Ad Sales, EMEA has been appointed SVP and MD of CNN International Ad Sales and Business Development. In the new role, effective immediately, Raad will work with the regional sales heads to develop a global commercial strategy, aimed at growing the CNN client portfolio.



Raad will also drive collaboration with colleagues in CNN's editorial, digital and business development teams to develop new growth opportunities across all parts of CNN businesses. He will also continue to oversee the production arm Turner Commercial Productions, and remains GM for [cnnarabic.com](https://www.cnnarabic.com).

"Rani's pioneering spirit, enterprising business acumen and outstanding leadership skills have seen him deliver groundbreaking solutions for a range of gold-standard brands over the past decade, and establish a reputation for best in class client service," commented Jonathan Davies, executive VP, CNN International, to whom Raad continues to report.

"Moreover, he has provided innovative thought-leadership across all parts of the CNN brand. This new role allows CNN to tap into his talents beyond his existing portfolio, and to create multilayered propositions that work for CNN and for its partners around the world."

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