

MEDIA AND PRINTING

Industry Insight

The Media and Print industry today is one of the fastest growing sectors in the economy and India is one of the largest media consuming markets today

How Proctor Helped/Proctors Role

Proctor with its comprehensive understanding of the **dynamics of the Media, advertising and print industry** and with its **dedicated team of consultants** with in-depth experience has successfully partnered with one of the Out of Home, Multiplatform Lifestyle Media Company to help them expand their operation in India. We at proctor helped the client overcome their initial challenge of being a new entrant in the OOH space by creating **brand awareness** for the company and thus helping them attract talent from leading Media, advertising, OOH and Print companies. With our strong networking, headhunting and research skills we have made a significant contribution to the client in setting up their entire Sales and Marketing Team by identifying the best resource available in the industry.

The company today is one of the biggest Integrated OOH Companies in India with offices in Mumbai, Delhi, Chennai, Kolkata, Hyderabad, Bengaluru and Pune operating at a team size of 500+ people.

Proctor has not only been a recruiter but also an advisor to the client and has helped them identify talent across all functions like - Sales and Marketing, Accounts, production, Logistics, etc.

Positions Closed

Role
VP Marketing&Sales Group, OOH Space- Maharashtra Circle
VP Marketing & SalesOOH Space South Circle
VP Marketing Group
AVP Sales & Marketing - train Advertising
AVP Sales & Marketing - Print Division
Sr. Business Development Manager - OOH Space
VP Projects - Marketing Group
Company Secretary
CFO
Client Servicing Manager
VP Logistics
Logistics manager

