

Tractor Outdoor welcomes Gisela Harrison to the team

Issued by [Tractor Outdoor](#)

25 Apr 2016

Tractor Outdoor recently appointed Gisela Harrison as senior sales executive for all outdoor formats currently under their management, in addition to this account management position Gisela will also head up their recently launched innovation division - "Mischief Media".

"We are really pleased and excited to have someone of Gisela's calibre and experience joining our team," says Simon Wall, Managing Director of Tractor Outdoor. "Our portfolio of opportunities has grown quite significantly over the past few years and Gisela is the perfect candidate to help take our business to the next level".

Gisela was previously employed at Mindshare (Group M) for many years where she worked on various accounts including Multichoice, Gautrain, BP, Mazda and KFC. She has an in-depth knowledge of all facets of the OOH industry and her industry knowledge will be invaluable to all her new and existing clients.



For more information about Mischief Media, view their website at www.mischiefmedia.co.za

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Tractor Outdoor



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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