

YouTube appoints Alex Okosi as MD of emerging markets: EMEA

YouTube announced the appointment of Alex Okosi as managing director of emerging markets for YouTube in Europe, Middle East and Africa (EMEA).



Alex Okosi is the newly appointed managing director of emerging markets for YouTube in Europe, Middle East and Africa (EMEA), effective April 2020.

Okosi will be responsible for running YouTube's business and partnership teams across emerging markets in EMEA including Russia, the Middle East, North and sub-Saharan Africa. He will report to the head of YouTube EMEA, Cécile Frot-Coutaz. Based in the London office, Okosi will start in April 2020.

Okosi says of his new appointment, "YouTube is a game-changing platform that plays an increasingly important role in our lives today through the dynamic content and innovation that it delivers. I am very excited to be joining Cecile's leadership team to continue empowering creators and elevating value for viewers and partners across the region."

Commenting on the hire, Frot-Coutaz, head of YouTube EMEA, says, "I look forward to welcoming Alex to our YouTube EMEA leadership team. He brings a wealth of experience in the content industries and has a track record for building businesses and audiences in established and new markets. Alex will be leading our existing teams in Russia, sub-Saharan Africa, Turkey, the Middle East and North Africa to drive further expansion in these key markets."