

Alex Okosi to run YouTube's business, partnership teams in EMEA

YouTube has appointed Alex Okosi as its managing director in the Europe, Middle East and Africa (EMEA) region. As MD, he 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.

Prior to joining YouTube, Okosi served as a long-time TV executive. Most recently he was executive vice president and managing director of Viacom/CBS Networks Africa and BET International.

Okosi will report to the head of YouTube EMEA, Cécile Frot-Coutaz. Based in the London office, he will start in April 2020.

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