

## New Media appoints Ruth Shogoe as head of HR

Ruth Shogoe has been appointed head of human resources for New Media and its inhouse tech solutions agency, Swipe iX.

Shogoe has a wealth of experience, having been a trusted advisor for employees in the e-commerce, fintech, digital banking and media sectors for over 10 years. In her new role, she provides the strategic leadership to develop New Media's talent and to drive the agency's diversity and inclusion goals.

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