

## New Airport Advertising sales team ready to go

With effect from 1 January 2020, APG|SGA will be solely responsible for the marketing and management of all analogue and digital advertising spaces at Zurich Airport, including all special formats. The company has created a new "Airport Advertising" operating unit dedicated to this advertising market. Consisting of three specialist operatives, the new sales and advisory unit works closely with the entire sales and marketing crew at APG|SGA and with JCDecaux One World. "Airport Advertising" reports directly to Andy Bürki (Head of Advertising Market) and is headed by Tony Mandingorra (photo), previously Head of International Sales.

Tony Mandingorra, who speaks five languages, is now responsible for the area as Head of Airport Advertising at APG|SGA. He has been with this Out of Home advertising company since 2002, in various functions including Key Account Manager and Head of International Sales. His previous career included spells as Head of Sales, USA and Western Europe, with Gessner AG and Head of Acquisitions at Geyst AG.

### Two new staff members at Airport Advertising.

Barbara Borri (Sales Manager) has been with APG|SGA in a variety of units since 2011. Before that she gathered experience in media planning and project management with Publicitas and Felten & Compagnie AG. Marissa Jaun (back office) began her career in Customer Support with Clear Channel Schweiz, moving in 2014 to APG|SGA, where she was initially active in acquisitions and subsequently in back-office sales. These two acknowledged marketing specialists make sure that Airport Advertising campaigns meet the highest quality standards and all the airport's requirements.

Airport Advertising by APG|SGA stands for innovative out-of-home advertising solutions that pique the interest of travellers and visitors to Zurich Airport, while at the same time offering brands a top-quality communication platform. Advertisers benefit from displays at busy, premium locations in an international milieu. Fascinating brand worlds can be built up at attractive locations. Passengers arriving in Switzerland, whether on business or for pleasure, can be welcomed and addressed. "In close collaboration with Zurich Airport", says Tony Mandingorra, "we will create new, emotional brand experiences."

### New Head of International Sales

Tony Mandingorra's successor as Head of International Sales is Yvonne de Angelis, who until now was responsible for national key accounts at APG|SGA. De Angelis, who speaks four langu

ages, has expertise in marketing and Out of Home advertising in all communication settings. Previous career moves took her to Singapore and London, as well as Switzerland's various language regions. One of her positions was Head of Marketing at H&M.

### Further information

<https://www.apgsga-airport.ch/en/>

### Media contact

Nadja Mühlemann, Media Office  
T+41 58 220 70 71, [media@apgsga.ch](mailto:media@apgsga.ch)

**About the company**

**APG|SGA** Allgemeine Plakatgesellschaft AG is Switzerland's leading Out of Home advertising company. Specializing in digital and analogue posters and special advertising formats at busy locations on streets, in railway stations, at points of sale and points of interest, in the mountains and in and on means of transport and at airports, it covers all aspects of Out of Home advertising. With the addition of mobile advertising, interactive features and promotions, APG|SGA represents quality and tradition combined with innovation, and aims to inspire people with the very best communication solutions in public spaces. Over 500 employees ensure a lasting impression when communicating with customers, the authorities and the advertising industry. They manage screens and poster spaces with great care, technical expertise, environmental responsibility and maximum precision to ensure successful advertising broadcasts and campaigns throughout Switzerland.