

MEDIA RELEASE

Ad Standards Board of Directors Updates

Ad Standards would like to recognize our outgoing Board of Directors members; each has made significant contributions to the success and viability of advertising self-regulation in Canada. Notably in 2020, three of our departing board members are also retiring from their professional roles after many years as industry leaders. A huge thank you and congratulations to:

Nancy Marcus, Kruger Products L.P.
Dom Caruso, BBDO Canada
Rosanne Caron, COMMB

We would also like to thank **Gary Maavara** for his many years of service on our Board, including a recent term as Vice Chair.

For 2020/2021, Ad Standards is pleased to announce that **Bev Kirshenblatt** has been elected Chair of the Board. The Board of Directors includes the following members:

EXECUTIVE COMMITTEE

Bev Kirshenblatt (*Chair*)
Executive Director, Corporate & Regulatory Affairs
CBC/Radio Canada

Kevin Brady (*Vice Chair*)
President & CEO
Anderson DDB Health & Lifestyle

Uwe Stueckman (*Treasurer*)
SVP, Marketing
Loblaw Companies

Ron Lund
President and CEO
Association of Canadian Advertisers Inc.

Jani Yates (*President*)
President and CEO
Ad Standards

Catherine Bate (*Secretary*)
Chief Legal & Policy Officer
Ad Standards

NEW DIRECTORS

Karine Courtemanche
CEO, PHD and Touché! Media Agency
Touché Media Agency

Steve McGregor
President
Pattison Outdoor Advertising

Greg McLelland
Executive Vice President and Chief Revenue Officer
Corus Entertainment Inc.

Serge Rancourt
Co-Founder and CEO
No Fixed Address Inc.

Eva Salem
Vice President, Marketing
Canadian Tire Corporation, Limited

Richard Wong
Account Executive, LinkedIn Marketing Solutions
LinkedIn Corporation

RETURNING DIRECTORS

Rupa Bahri
Vice President and General Manager
GSK Canada Consumer Healthcare

Peggy Barnwell
Public Representative

Sonia Carreno
President
IAB Canada

Kimberly Eberwine
General Counsel & Secretary, Canada
Procter & Gamble Inc.

Scott Knox
President & CEO
Institute of Communication Agencies

Nadia Petrolito
Vice President, General Counsel & Chief Communications Officer (CCO)
L'Oréal Canada Inc.

Andrew Saunders
Chief Revenue Officer
The Globe and Mail

Marina Seidl
Senior Counsel, RBC Law Group
Royal Bank of Canada

Dominique Villeneuve
President and CEO
Association of Creative Communications Agencies

ABOUT AD STANDARDS

Ad Standards is the self-regulatory body for Canada's advertising industry. Through member support and cooperative industry initiatives, we build public confidence in advertising by helping ensure ads, in all media, are truthful, fair and accurate. We administer the *Canadian Code of Advertising Standards*, which sets criteria for acceptable advertising, and provide a mechanism for adjudicating and resolving consumer complaints and competitive disputes. We also review advertising creative and offer consultative services to help ensure compliance with relevant laws and regulatory guidelines. Our collaborative relationships with Canadian regulators and global self-regulatory organizations provide a diversity of valuable insights, which inform our initiatives and goals.

For more information, please contact:

Christian Campbell

Communications Manager

Tel: 416 961-6311, ext. 227

christian.campbell@adstandards.ca