

# MEDIA RELEASE

## Ad Standards Board of Directors Updates

For 2021/2022, 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  
DDB Canada

**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

### RETURNING DIRECTORS

**Rupa Bahri**  
Vice President and General Manager  
GSK Canada Consumer Healthcare

**Peggy Barnwell**  
Public Representative

**Sonia Carreno**  
President  
IAB Canada

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

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

**Scott Knox**  
President & CEO  
Institute of Communication Agencies

**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

**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

**Richard Wong**  
Account Executive, LinkedIn Marketing Solutions  
LinkedIn Corporation

### ABOUT AD STANDARDS

Ad Standards is committed to fostering community confidence in Canadian advertising and to ensuring the integrity and viability of advertising through effective industry self-regulation. As an independent, not-for-profit body, we administer the *Canadian Code of Advertising Standards*, the principal instrument of advertising self-regulation in Canada, and a national mechanism for accepting and responding to consumer complaints about ads. Ad Standards Clearance Services reviews creative and offers consultative services in five categories, to help ensure advertising complies with relevant regulations.

#### For more information, please contact:

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