



news release

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FOR IMMEDIATE RELEASE

BPA's Glenn Hansen celebrates 30th anniversary with the global auditing organization

Shelton, CT 28 January 2010 – Glenn Hansen, president and CEO of BPA Worldwide, on January 28th celebrated his 30-year anniversary with the global auditor of print, screen and live media. While the media industry has experienced its share of ups and downs in that time, Hansen's tenure with BPA has been highlighted by forward-thinking initiatives with an eye toward providing independent and accurate data to the marketplace.

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"I've spent 30 years endeavoring to do what BPA does best—providing truth in an ever-challenging business environment," Hansen explained.

But as BPA's goal remains constant, the playing field is an ever-moving target. With Hansen's leadership, BPA has maintained its focus in the marketplace. "[Glenn] has shown he has the vision to innovate as the media industry evolves

to ensure that BPA upholds its standards and remains relevant," said Gaye Sussman, ID Media President and current BPA Board Chairman "His impressive knowledge, tireless commitment and his extraordinary ability to gain the cooperation of a diverse constituency and to lead others, have contributed significantly to BPA's success."



According to Hansen, "The value of advertising remains paramount after 30 years, but the medium in which the advertising conversation occurs is forever morphing: in-print, on-line and face-to-face," he said. "As I look back on 30 years with BPA, I do so with a renewed commitment to provide the services and tools necessary to help those in the information exchange business communicate the effectiveness of access to the right audience at the right time."

Media industry veterans note that Hansen's tenure at BPA has been marked by a continued drive for innovation in the marketplace. Some of that forward-thinking translated into the merger with the Canadian Circulations Audit Board (CCAB); global expansion with offices and local audit staff in the United Kingdom, United Arab Emirates and China; web site traffic measurement, centralized audit operations; computer-based audit analyses; and, most recently, the introduction of the Brand ReachSM report.

"Throughout his career Glenn Hansen has been the primary guardian of the BPA Worldwide brand, ensuring its sustained integrity, credibility and relevance," said Eric Rutter, VP, Audience Marketing at Reed Business Information. "As the media business continues to undergo nothing

short of a sea change, [his] leadership and penchant for innovation will make certain that BPA will remain the industry's most relied-upon source for credible audience data."

"[Hansen] has been extremely proactive in his efforts to make BPA more relevant in today's media environment," said Gloria Adams, Sr. Vice President, Audience Development & Book Publishing at Pennwell. "From the inclusion of web audits with regular statements, the adoption of the Brand Audit, to making it easier to use digital editions, and his efforts to meet with publishers to see what is important to them sets him apart."

Added Richard Willingham, President and Creative Consultant at motum b2b, "[Glenn] walks the tightrope that you often find in member-based organizations. He's a consummate not-for-profit CEO—balancing the pressing short-term priorities of his for-profit members with his visionary desire to understand what the future may bring."

Having served in the same position, Joe Foley, BPA President and CEO from 1981-1994, has a special appreciation of Hansen's efforts to provide quality, independent data to the industry. "During his entire time with BPA, [Hansen] worked vigorously to preserve BPA's greatest asset—*integrity*," Foley explained "Now, at the pinnacle of his formidable career, he has earned the respect and admiration of his peers; and the appreciation of the leaders in the advertising, agency and media industries."

Hansen joined BPA in January 1980 as an auditor in New York. He was promoted to Manager of Market Comparability Programs in August of 1982 and was named Eastern Region Manager seven months later. In January 1985, he became Manager of the Western Region, successfully opening BPA's first Los Angeles office. He was appointed Vice President in 1986, and the following year was named to head the Midwestern regional office in Chicago. In January 1990, Hansen returned to the New York office to become Senior Vice President, Auditing. He was promoted to President/CEO of the global media auditor in August 1999.

He is a graduate magna cum laude of John Jay College of Criminal Justice with a BS in Planning & Administration. Hansen also attended the Executive Management Program for Expatriate Management of Operations in China at China European International Business School (CEIBS) in Shanghai, China. Prior to joining BPA, Hansen was an officer with the U.S. Customs Service, working the international borders in New York airports and shipyards. He worked on drug interdiction and cargo theft squads. He began his career as an Assistant Director of Government Funding for the Boy Scouts of America, and is an Eagle Scout.

"We have much to be proud of at BPA Worldwide," Hansen concluded. "I am proud of our organization's accomplishments over the past 30 years and am confident in our unwavering commitment and success for the future."

Foley agreed, "The goals Glenn has achieved in 30 years have been enormous. I am confident BPA's future will be even more fruitful."

BPA's notable initiatives since January 1980

1982

The first audit of pass-along individuals is conducted for *Architectural Record*.

1985

The West Coast office opens in Los Angeles, managed by Glenn Hansen.

1990

The count of business publication members reaches 1,200.

1995

BPA's London office opens.

1996

First audit of website traffic.

1998

Publisher's databases are electronically sent to BPA for computer analysis and audit.

The Integrated Media Audit is offered for the first time.

CCAB (Canadian Circulations Audit Board) merges with BPA.

1999

Glenn Hansen becomes BPA President & CEO.

Total media owner membership exceeds 2,500.

2002

BPA introduces centralized audit operations at its Shelton, CT, USA headquarters.

2004

BPA International adopts a new logo and name with the launch of BPA Worldwide.

BPA opens an office in Beijing, China.

2006

BPA opens Middle East office in Dubai Media City. (Over 100 media have joined BPA in six countries in the region.)

2008

"BPA Interactive powered by Nielsen" web traffic audit tool launched (nearly 600 sites in the tool now).

2009

Brand Reachsm report introduced to the media marketplace.

2010

BPA partners with the Shenzhen government in China to provide event audits for all events held in the city.

Cai Jing, published by China's Stock Exchange Executive Council, applies for consumer magazine membership.

About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 25 countries. Worldwide, BPA audits 2,700+ media properties—including over 1,700 B-to-B publications, more than 300 consumer magazines, 150 newspapers, 500+ web sites, 50 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.