



news release

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FOR IMMEDIATE RELEASE

motum b2b’s Willingham elected BPA Board chairman

Shelton, CT June 1, 2011 – Richard Willingham, President of Toronto-based motum b2b, was elected Chairman during BPA Worldwide’s Board of Directors’ meeting held in Norwalk, CT, in May. He will serve as chairman during BPA’s fiscal year 2011-2012 and is eligible for a second one-year term.

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"I look forward to serving as Chairman of BPA over the coming year," Willingham said. "I am confident that with expert guidance from its directors and committee members, BPA will continue to collaborate with the fast-changing marketing and media sectors to develop new and market-relevant audience measurement and verification services across all channels—in print, online and in person."



Willingham’s career began in the UK, where he was editor of various business publications for the Thomson Organisation and IPC (now part of Reed Elsevier). In Canada, he served as an editor for Maclean Hunter (now Rogers) before co-founding an independent b2b publishing company.

motum b2b, which creates and implements business-to-business marketing communications strategies for major and soon-to-be-major brands in both Canada and the US, is the 21st century incarnation of an agency brand with roots going back to the late 1960s, when it was known as Stone & Hand.

Since that time, every agency president has played a role in the world of media auditing.

Jack Stone was a director of CCAB (now the Canadian division of BPA) from 1967 through 1972, long before it became part of BPA Worldwide. Bill Hand was both a director and chairman of CCAB from 1981 through 1997. David Green, president of Hughes, Hand & Green in the mid-1990s (another previous iteration of motum b2b), served on the CCAB Magazine Board and on the BPA Worldwide Executive Committee since the mid-1990s.

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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 30 countries. Worldwide, BPA audits 2,600+ media properties—including B-to-B publications, consumer magazines, newspapers, web sites, 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.