



news release

contact: Glenn Schutz
BPA Worldwide
203-447-2873
gschutz@bpaww.com

FOR IMMEDIATE RELEASE

Roulet tapped to lead BPA Worldwide's programmatic advertising initiatives, the B2B Media Exchange

Shelton, CT April 5, 2017 – In preparation for the launch of the B2B Media Exchange, a private marketplace (PMP) for BPA Worldwide's membership, Scott Roulet has joined the global assurance provider as Vice President to lead the organization's programmatic advertising initiatives.

On February 6th, BPA announced it will introduce the first programmatic private marketplace for audited B2B media in the second quarter. Roulet served as an advisor to BPA for the past six months during a comprehensive study of B2B media buyers and sellers. Reporting to BPA's President and CEO, Glenn Hansen, Roulet will direct the operational execution and strategic development with publisher participants, technology vendors and the demand channels.

"While first-generation programmatic models alienated specialty buyers and sellers, marketers are now demanding qualified media with granular targetable audience segments," Roulet explained. "BPA has a long history of providing authoritative media validation and our new B2B Media Exchange initiative will eliminate the previous barriers of automation for the B2B community while maintaining the highest standard of quality."

"Scott's wide-ranging experience and industry knowledge of the B2B digital advertising marketplace will be a great benefit to BPA," Hansen said. "Given his previous efforts with digital audience automation, ad networks and PMPs, I am confident Scott will help to successfully steer BPA's initiatives in this area."

During his thirty year career, Roulet has led digital media and business information organizations around the world. Prior to BPA, he consulted with leading media organizations including American City Business Journals and Kantar in areas of developing scalable solutions for advertising automation, audience data enhancement and advertising sales. In 2008, Roulet co-founded B2B digital ad network, BBN, where he served as President until its sale in 2015. Previously, he held a number of executive positions focusing on digital expansion with companies including Cygnus Business Media, ProQuest Company and Oklahoma Publishing Company. He is a graduate of the Gaylord School of Journalism at the University of Oklahoma.

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About BPA Worldwide. BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Today, in addition to auditing audience claims, through its iCompli service, BPA verifies compliance to defined government, industry, and organizational standards as well as adherence to privacy, data protection and sustainability guidelines and best practices. Performing nearly 2,600 annual audits of media channels in over 30 countries, BPA is a trusted resource for compliance and assurance services.

For more information on BPA and its services, please visit the [website](#).