



news release

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FOR IMMEDIATE RELEASE

David Adelman Appointed Chairman of BPA Worldwide Board of Directors

Shelton, CT May 26, 2021 – David Adelman, Principal of [OCD Media](#), was appointed Chairman of the BPA Worldwide Board of Directors during its bi-annual meeting. Adelman will serve as BPA’s Chairman through May 2023.



“I am very excited to begin my tenure as Chairman of the BPA Board,” Adelman said. “BPA is a front-running organization when it comes to thought leadership in the media industry, and now, with the organization’s diversification into independent certification in the realms of ad tech, data & privacy compliance, sustainability and sanitization assurance, as well as the programmatic solution, BPA’s Media Exchange, I am confident this organization will continue to lead in new and innovative ways.”

Bringing 35 years of ground-breaking industry experience as a change agent and a pioneer in many areas, Adelman has held senior management positions at Initiative Media, TN Media, DMB&B/ MediaVest, Schering-Plough (in-house agency), McCann and Saatchi. He focuses on marketing science (not able to completely walk away from his scientific background) and developing customized analytical tools to yield greater media effectiveness.

Adelman has been awarded MIN Sweet 16 2013 Honoree for Magazine Brand Leadership. He is often featured as a panelist or keynote speaker at industry events and his position papers/thought pieces are frequently published in key marketing/media trade journals. Adelman also taught graduate-level Integrated Marketing at NYU for four years, but now devotes time as a volunteer SAT Prep tutor for high school juniors in The Bronx where one of his students scored a perfect 1600. If he’s not at his desk, check the local golf course or concert venue.

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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. Performing nearly 2,100 verification engagements in more than 20 countries, BPA is a trusted resource for compliance and assurance services.

BPA's services have expanded with the launch of the BPA iCompli brand to assist in the creation of standards and external assurance thereof. We do so for government and industry bodies. BPA [iCompli Technology Assurance](#) provides verification that companies are compliant with industry standards in the digital advertising ecosystem.

BPA [iCompli Sustainability](#) provides gap analysis, competitor benchmarking and external assurance for companies interested in following GRI, SASB, ASTM and ISO sustainability and corporate social responsibility guidelines and standards.

[BPA iCompli Events](#) provides verification of compliance with UFI industry standards for the measurement of trade show attendees and exhibitors.

The latest innovation to move the industry forward is the [BPA Media Exchange](#), an online private marketplace which offers automated media solutions for buyers and sellers of digital advertising.