



## news release

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FOR IMMEDIATE RELEASE

### **Pfizer's Sangiuliano appointed BPA Worldwide Board Chairwoman**

**Shelton, CT May 23, 2019** – Debra Sangiuliano, Media Director at Pfizer, Inc., was appointed Chairwoman at BPA Worldwide's Board of Director's meeting held in New York City earlier this month. She will serve as Chairwoman during 2019-2020.

"I look forward to serving as BPA's Chairwoman over the coming year," Sangiuliano noted. "The BPA Board consists of many great innovators within the industry and I am confident that with their expert guidance, BPA will continue to grow and thrive as an innovator to develop new and market-relevant audience measurement and verification services across multiple channels."



Sangiuliano has been a Media Director for Pfizer since 2009. She works across Pfizer Biopharmaceuticals and Upjohn business units and has experience with over 40 Pfizer brands (from pre-launch to LOE), across multiple categories/specialties. She is responsible for Direct to Consumer (DTC), Healthcare Professional (HCP) media channels as well as leads search (SEO & SEM) for the portfolio of brands. She has led the professional media agency with responsibility for a staff of over 30.

With over 25 years of experience across multiple disciplines, including media, marketing, search, digital, multichannel, sales and strategic sourcing, Sangiuliano has won multiple awards for her work. Recently she was one of the Top 25 DTC Marketers of the Year and has been a judge for MM&M Awards multiple times. Prior to joining Pfizer, she held positions of increasing responsibility with Novartis and Johnson & Johnson Family of Companies.

Sangiuliano succeeds Alan Quarry, Chairman of Quarry Integrated Communications, who served as the BPA chairman from 2017-2019.

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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 2,100+ annual audits of media channels 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 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.

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.