



news release

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FOR IMMEDIATE RELEASE

Stein IAS' Abbate appointed to BPA Worldwide Board of Directors

Shelton, CT June 16, 2021 – Global assurance provider BPA Worldwide today announced the appointment of Jason Abbate, Strategic Account Leader at Stein IAS, to its Board of Directors.



“I’m honored to join the BPA Worldwide Board of Directors,” Abbate said. “I’m looking forward to working with this team of leaders and innovators. As the media landscape rapidly evolves, BPA’s mission as the leading global media auditor is more essential than ever.”

In his current position at Stein IAS, one of the world’s leading B2B agencies, Abbate manages client relationships and oversees integrated brand, demand and web development initiatives.

Abbate has more than 15 years of marketing and media experience, having held senior positions at several agencies, managing interactive strategy, as well as integrated paid, earned and owned media programs. He has led go-to-market strategies and tactics at leading B2B agencies including Stein IAS and The Mx Group, integrating mar-tech and ad-tech with demand generation frameworks to help B2B clients engage audiences across the buyer journey.

Abbate has developed and managed integrated campaigns for a broad range of clients, including Juniper Networks, ETS, Merck, Weight Watchers and GE.

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About BPA Worldwide. [BPA Worldwide](https://www.bpaww.com) 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.