



news release

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FOR IMMEDIATE RELEASE

gyro US's Kevin Fraser appointed to BPA Worldwide Board of Directors

Shelton, CT October 1, 2020 – Kevin Fraser, Head of Precision for gyro US, has been appointed to the BPA Worldwide Board of Directors, according to the global assurance provider.



Responsible for overseeing all media operations at gyro, Fraser has over 20 years of industry experience where he established a strong track record of developing innovative, strategically sound, brand-building programs.

“I am really excited to join the BPA Board of Directors,” Fraser said. “I look forward to working with the rest of the Board members to help steer the organization to ever greater heights. I am confident this organization will continue to lead in new and innovative ways.”

Fraser began his career at J. Walter Thompson where he was selected by agency leadership to serve as a Founding Member of their Communication Strategy Group, working hand-in-hand with creative teams to develop fully integrated, cross-dimensional campaign strategies. As a result, he has a deep understanding of conceptualizing "big idea" integrated programs to address clients' business objectives. Equally strong is Fraser's ability to lead and collaborate across functional areas internally and externally to create breakthrough imaginative ideas – regardless of whether he was at Dentsu, Interpublic Group or Omnicom.

Prior to gyro, Fraser served as SVP, Communications Planning Director at Carat where he oversaw the \$400+ million Microsoft Consumer business, globally. He was also a core member of the pitch team that won the \$3 billion global Volkswagen Group media business at PHD, the largest win in the agency's history.

“We are very happy to have Kevin join the BPA Board,” said Glenn Hansen, BPA President and CEO. “He brings a wealth of experience and knowledge from the agency side of the business that will be an especially welcome addition to the Board.”

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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.