



news release

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FOR IMMEDIATE RELEASE

Rodney Perry appointed to BPA Worldwide Board of Directors

Shelton, CT February 12, 2019 – Rodney Perry, Managing Director of Oracle Data Cloud Canada, based in Toronto, has been appointed to the BPA Worldwide Board of Directors, according to the global assurance provider.



“I am really excited to join the BPA Board of Directors,” Perry said. “I look forward to working with the rest of the Board members to help steer the organization to ever greater heights.”

With over 15 years’ experience in the digital and interactive space, Perry is very familiar with both sides of the business: client side while running HBC.com and Rogers.com; and agency side at GroupM’s Xaxis, OMD Digital and MEC Interaction.

Immediately prior to joining Oracle, Perry was President of mPlatform, the technology media platform for the GroupM agencies. In this role, he managed the team responsible for all programmatic and biddable media. Before working at GroupM, Perry served as Vice President of Canadian operations for CCAB, a division of BPA Worldwide. He also was the Managing Partner of the Toronto office of MEC Interaction.

Perry holds a Marketing Management diploma from Lambton College. With in-depth knowledge of the digital and emerging marketplaces coupled with a traditional business background, he has discussed digital marketing on a variety of TV and radio shows, as well as at various interactive events throughout his career.

“We are pleased to have Rodney join the BPA Board,” noted Glenn Hansen, BPA President and CEO. “His wealth of experience and knowledge within the ever-evolving digital media marketplace make him uniquely qualified as BPA continues its motion into the digital ecosystem.”

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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. [iCompli Technology Assurance](#) provides verification that companies are compliant with industry standards in the digital advertising ecosystem.

[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 [B2B Media Exchange](#), an online private marketplace programmatic sales of independently verified media and related digital marketing products.