



news release

contact: Glenn Schutz
BPA Worldwide
203-447-2873
gschutz@bpaww.com

FOR IMMEDIATE RELEASE

BPA Board Appoints Three New Directors at May Meeting

Shelton, CT June 7, 2022 – Global assurance provider [BPA Worldwide](#) announced the appointment of three new directors to the Board during its recent meeting in New York City. Each Board member will serve a three-year term.

The newly appointed BPA Board Directors include:

Deanna Pagano (marketer representative), with the acquisition of TD Ameritrade by Charles Schwab, currently wears two hats: heading marketing technology and data integration for TD Ameritrade, while assuming a leadership role on Schwab’s Data-Driven Communication team. In the latter role, Pagano oversees marketing operational teams, platforms, data and processes that improve customer and associate experience and drive business outcomes.



Prior to the merger with Charles Schwab, she and a holistic team of marketers and technologists built a Client Relationship Management (CRM) ecosystem for personalization and real-time decisioning in less than 18 months. One of the capabilities has already received a patent, and the other patent is pending.

Previously in a similar role, Pagano led US Marketing Analytics & Enablement at MetLife. Prior to MetLife, she headed global digital analytics and eCommerce at LexisNexis for which she managed content, operations, testing and insights. Pagano has also served on the Board of the Digital Analytics Association. In addition, she spent 14 years in Time Inc.’s Consumer Marketing division. There, she founded their in-house advertising agency, led US consumer marketing for Wallpaper and leveraged barter to lower customer acquisition costs. Pagano has taught marketing at the graduate level at NYU and worked in media at several major ad agencies. She is a graduate from Syracuse University with a degree in marketing and communications.



Trevor Pease (publisher representative) is the Chief Operating Officer of KHL Group, a diversified media company that supplies construction and power news and information to the world.

A native of the UK, Pease started his publishing career with Maxwell Communications and Wilmington Publishing, and in 1992 he was recruited to join KHL Group. Over the next 29 years, Pease ascended the ranks of KHL through the sales side of the

business, serving as Sales Manager, Sales Director, Vice President of Sales and President of Sales. In 2002, he moved to the US to launch KHL Group Americas.

Pease is the founding publisher of *American Cranes & Transport*, launched in 2005; *Access, Lift and Handlers*, launched in 2006; and *Construction Latin America*, launched in 2011. In 2018, Pease led the further expansion of KHL Americas through the acquisition of Diesel & Gas Turbine Publication Group, which publishes five industry leading magazines, newsletters, websites and special events.

Today, Pease directs the full operations of KHL Group, which has more than 100 employees located at offices in England, Germany, United States, China, India, Brazil and Chile.

Rhonda Wunderlin (publisher representative) is the Senior Vice President, Performance Marketing at Questex, responsible for building the organization's seller and buyer experience from discovery through purchase and advocacy, connecting the dots to monetization. She has extensive experience in marketing and brings a holistic approach to driving the audience and customer experience through marketing and data-driven best practices.



Wunderlin has a proven track record of building highly effective teams and was honored as Modern Marketer of the Year by Oracle, 20 Women to Watch in Sales Lead Management and a 2021 Top Women In Media Change Maker honoree.

She has also served as a board member of the American Marketing Association, Oracle's Marketing Cloud Customer Advisory Board, KaiNexus Advisory Board, Software & Information Industry Association (SIIA), Intrado Customer Advisory Board, is a founding member of Omeda's Executive Advisory Board and most recently served on BPA's working group to create Reporting Standards for Digital Events (RSDE).

###

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 1,000 annual audits of media channels in more than 15 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.

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

Powered by SafeGuard Privacy technology, [BPA iCompli Data Protection & Privacy](#) enables seamless cross-organization data compliance management in a single, accountable platform.

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.