



## **For Immediate Release**

### **COMB Announces 2017/2018 Board of Directors**

**Toronto, September 11, 2017**

The Canadian Out-of-Home Measurement Bureau has announced its 2017/2018 Board of Directors:

Karine Courtemanche, President; Touché! and COMB Chair  
Barry Wilde, CFO; PATTISON Outdoor Advertising and COMB Treasurer  
Rosanne Caron, President; COMB  
Craig Jennings, Director, Media/Agency Management; RBC  
Brooke Leland, SVP GM English Canada; Cossette Media  
Kristine Lyrette, President; ZenithOptimedia  
Lisa Kahn, SVP Business Director; MediaCom  
Randy Otto, President; PATTISON Outdoor Advertising  
Michele Erskine, CEO; OUTFRONT Media Canada  
Bob Leroux, VP GM National Sales; PATTISON Outdoor Advertising  
Troy Sedgwick, President & CEO; REC Media  
Dave Petryna, General Manager; Outdoor Exposure  
Philippe Marchessault, EVP Operations Development & Innovation; Newad

New Board members include:

Petra Moy, VP Client Business Partner; UM Canada  
Moira Gilderson VP Associate Media Director; Dentsu Media  
Debbie Drutz, VP Out-of-Home Sales; Astral Out of Home  
Brandon Newman, Sr. VP Sales; OUTFRONT Media Canada

#### **About COMB**

The Canadian Out-of-Home Measurement Bureau sets the industry standard for measurement of OOH advertising audiences across Canada. It publishes circulation and market data for over 61,000 OOH advertising faces in over 270 markets.

COMB is a national, not-for-profit association dedicated to providing unbiased, accurate and independent quantitative research since 1965.

COMB's members include OOH companies, advertising agencies and advertisers that provide guidance, funding and oversight to the measurement process.

For more information please contact:

Rosanne Caron, President

416-968-3823, 108

[rcaron@omac.comb.org](mailto:rcaron@omac.comb.org)