



COMMB Seeks New President to Lead the Next Chapter of Out-of-Home Innovation and Growth in Canada

Announcement

Toronto, June 4, 2025 - On the back of the 3rd Annual Canadian Out-of-Home Awards and the successful launch of its new Audience Measurement, the Canadian Out-of-Home Marketing and Measurement Bureau (COMMB) has announced it is now beginning the formal process of identifying its new Permanent President.

COMMB's Interim President – Adam Butterworth was appointed by the COMMB Board of Directors in December 2024 with the mandate to launch ROADMAP R/F – Canada's new Outdoor Audience Measurement Platform. As well reorganize the industry association with the aim of positioning it to help drive the future growth of the Out-of-Home industry in Canada. With these two initiatives largely completed, and with the industry now equipped with a powerful, data-driven approach to audience measurement, the time is right for the recruitment of a dynamic and forward-thinking President to guide this next phase of innovation and insights, as the Canadian Out-of-Home industry embarks on an exciting new chapter.

"This is a pivotal time for COMMB and the Out-of-Home industry in Canada," said Adam Butterworth. "On the back of our most successful Out-of-Home awards yet and with our new measurement capabilities representing a leap forward in how advertisers, agencies, and media owners evaluate and invest in Out-of-Home, we are ready for a leader who can accelerate our momentum, foster collaboration, and amplify the value the medium across the Canadian media and communications ecosystem."

The search is now underway for a leader with a deep understanding of the media landscape, a strong vision for the future Canadian Out-of-Home, and the ability to drive strategic growth in a fast-evolving environment. The incoming President will be instrumental in accelerating the adoption of ROADMAP R/F by the industry, will promote industry-wide alignment, and champion the continued evolution of the medium as a vital, accountable, and measurable media channel.

“COMMB is now well situated to welcome a new president, who through their drive and passion for the Out-of-Home medium can continue to move the industry forward.” said Michele Erskine, Chair of COMMB’s Board of Directors and VP, Out-of-Home at Astral. “I’d like to thank Adam and the team at Vieta for their efforts over the past several months to pick up and run with our vision. They’ve assisted us significantly in going to market with new tools, data and capabilities that will allow OOH to thrive and grow.”

Interested parties, please contact Adam Butterworth at hr@commb.ca