



COMMB Announces New Board of Director's Chair, Deputy Chair, and New Seat Appointments

PRESS RELEASE

Toronto, ON – Thursday, July 31, 2025 – The Canadian Out-of-Home Marketing and Measurement Bureau (COMMB) is pleased to announce its newly restructured Board of Directors for the upcoming term.

Bob Leroux from PATTISON Outdoor has been appointed the new Board Chair of COMMB, and Debbie Benadiba, CEO of Talon OOH Canada, will serve in the newly created role of Deputy Chair.

The Board has been restructured and will consist of 21 members comprising of the following: 12 media owners/operators, 8 advertisers/agencies, and 1 programmatic/tech-stack seat.

New Members Joining the Board:

- Izel Castro Roselló, VP Investments, APX Exchange
- Eric Menzies, Managing Director, Canada, billups
- Kristie Painting, EVP & Managing Director, Cineplex Media
- Andy Querin, Executive Director Sales, Canada, Lamar Advertising
- Jody Peacock, President, EssanceMediacom, WPP

Existing Members on the Board:

- Frank Aballini, COO, Adapt Media
- Christopher Bentler, President, Allvision Digital Out-of-Home
- Michele Erskine, VP Out-of-Home, Astral
- Steve Bansavator, Director, National Sales, Astral
- Barb Huggett, GM & SVP Ad Sales, Captivate
- Bob Leroux, VP/GM, PATTISON Outdoor
- Steve McGregor, President, PATTISON Outdoor
- Michel Drouin, GM, Business Development, Quebecor Out-of-Home
- Debbie Benadiba, CEO, Talon OOH Canada
- Michael Minicucci, President & CEO, UB Media
- Joanna Janisse, VP Client Business Partner, UM Canada
- Sylvio Deluca, President, VENDO Media

- Marilyn Sherman, President, twenty6two & Cadence Impressions

Three seats are still available on the Board of Directors. COMMB is seeking representation from agencies in Quebec with deep understanding of French-speaking markets, representation from a mid-sized independent agency within Canada and a dedicated individual to advocate for the tech-stack platform sector. These available seats are poised to be filled in the coming months.

COMMB would like to extend their appreciation to Michele Erskine of Astral/Bell Media for her leadership and contributions during her tenure as Board Chair for the past 8 years. In addition, COMMB would like to acknowledge the board members who have stepped down from their position - we thank them for their contribution to COMMB.

About COMMB

COMMB is the national organization for the Canadian OOH industry comprised of advertisers, advertising agencies and OOH companies. COMMB is responsible for developing and verifying audience measurement methodologies, providing audience data and planning resources, marketing and communications, government relations and member services. www.commb.ca

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