

PRESS RELEASE

EASA elects a new Chairman and Officers

Stéphane Martin has been unanimously elected today as new Chairman of the European Advertising Standards Alliance (EASA)

BUCHAREST, ROMANIA – During EASA's biannual meetings in Bucharest, Stéphane Martin has been elected as Chairman of EASA.

Mr Martin is Director General of the French Advertising Self-Regulatory body (ARPP – *Autorité de Régulation Professionnelle de la Publicité*) since 2010, as well as vice-President of the of the training insurance fund for culture, communication and leisure activities (AFDAS); President of the Medical center of advertising and communication sector in Paris (CMPC); Delegate of the institution of foresight AUDIENS. He is also vice-President of the committee of the Multiservice shared center of audiovisual and digital environment (The formats Factory) and member of the Scientific and Ethics Council of the French funds for Food and Health.

Born in January 1967, graduate of the superior school of advertising (Sup de Pub) and after studies of economics, Mr Martin began his career as presenter and program manager of the RVS radio (Rouen, France), between 1981 and 1984, before becoming presenter on "Radio Porte Océane" (Le Havre, France) in 1985. Today he is considered as one of the leading voices on advertising self-regulation in France.

He takes over the chairmanship of EASA from Guy Parker, CEO of the UK Advertising Standards Authority.

In his opening speech, Mr Martin stated that he will continue the current strategy put in place by his predecessor to promote the development and recognition of self-regulation in Europe but also beyond and to develop a future vision and strategy to address the continuous digital challenges.

In his work he can rely on the strong expertise and strategic vision of the newly elected officers, Stephan Loerke, Managing Director of the World Federation of Advertisers, Charo Fernando Magarzo, Vice-President of the Spanish Self-Regulatory body, Autocontrol, and Mathilde Fiquet, EU Legal Affairs Manager at FEDMA - the Federation of Data Driven Marketing Association.

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Notes to editors:

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The European Advertising Standards Alliance (EASA) is the single authoritative voice of advertising self-regulation. EASA promotes high ethical standards in commercial communications by means of effective self-regulation, for the benefit of consumers and business in Europe and beyond. EASA brings together 37 SROs (27 European SRO members and 10 International SRO members) and 16 Industry members (from advertisers, agencies and the media).