

## **OAAA president Anna Bager set to join WOO board**

Out of Home Advertising Association of America (OAAA) president and chief executive Anna Bager is set to join the World Out of Home Organization (WOO) board. Bager is the first national association representative to join the WOO board, which had consisted of media owner representatives and the WOO executive director.

Bager spent her entire career working in the media and technology sector. Before joining OAAA last September, she held a number of senior positions at the Interactive Advertising Bureau (IAB) and headed business intelligence at Ericsson Multimedia. Throughout her career, she has been recognised by industry bodies, including as one of the top women in media by Folio magazine and one of the top women in digital advertising by Cynopsis Media.

"Over the last couple of years, WOO has been working much more closely with national associations around the world and especially lately in our regular video calls during the Covid-19 crisis. We are therefore thrilled to welcome Anna, a key player in the biggest Out of Home market worldwide, to the WOO board. This will make WOO an even stronger and more representative entity," Said WOO president Tom Goddard welcoming Bager.

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