



SPEAKER PROFILE

Glenn J. Hansen
President, Chief Executive Officer
BPA Worldwide

Glenn J. Hansen completed his 10th year as President and Chief Executive Officer of BPA Worldwide and is completing his 30th year with the organization.

Mr. Hansen has been instrumental in expanding BPA's media membership globally. Under his leadership, BPA pioneered independent circulation auditing in China beginning in 1996 and has expanded its presence in greater Asia Pacific, Europe, Latin America and the Middle East.

Mr. Hansen and his team have worked extensively with governmental and media industry organizations around the globe to help establish and uphold world-class media-auditing standards.

He is past Chairman of the International Committee of the American Business Media (ABM), serves on the Executive Board of the International Federation of Audit Bureaus of Circulation (IFABC) and is President of the Asia Pacific ABC regional group of the IFABC.

He served on Honorary Committee of the IAEE establishing standards for auditing exhibitions and events which lead to the creation of the Exhibition and Event Industry Audit Commission (EEIAC). In 2008, he introduced constant near real time web measurement for all trade shows that have their attendance audited. In this way, organizers can demonstrate how they keep their audience engaged all year. He has been awarded and recognized by the International Association of Exhibitions and Events (IAEE) for his industry effort as an advocate for best practices in measuring shows to help better position events relative to other forms of media.

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翰葛亮
〈BPA Worldwide〉
总裁兼首席执行官

翰葛亮先生已在 BPA Worldwide 担任总裁兼首席执行官 10 年，这也是他在这个机构中的第 30 个年头。

翰葛亮先生在 BPA 全球媒体的会员增长方面也起了很大作用。1996 年，他领导 BPA 在中国率先倡导了独立发行量认证，并不断扩大 BPA 在亚太区、欧洲、拉丁美洲和中东的业务。

翰先生和他的团队与政府、以及全球媒体行业组织广泛合作，致力于协助他们建立及支持全球媒体认证标准。

他曾任美国商业媒体〔American Business Media, ABM〕的国际委员会主席，现在担任国际发行量认证机构同盟〔International Federation of Audit Bureau of Circulation, IFABC〕的执行董事，也是 IFABC 旗下亚太区 ABC 的总裁。

此外，翰葛亮先生还供职于从事制定会展及会展行业认证标准的工作的国际展览与项目协会(IAEE)名誉委员会，领导成立了展览及会展行业认证委员会〔Exhibition and Event Industry Audit Commission, EEIAC〕。2008 年，他为曾经进行过会展出席人数认证的会展网站推出了接近实时的流量认证。通过这个方法，主办单位能获得全年的对会展感兴趣观众的在线数据。翰葛亮先生致力于提倡对会展测量进行积极尝试，以帮助会展获取更有优势的市场地位，他被展览及会展行业认证委员会〔Exhibition and Event Industry Audit Commission, EEIAC〕表彰，以认同他对行业的重大贡献。

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