



Out of Home Advertising Association of America

ANNA BAGER BIOGRAPHY

Anna Bager is a seasoned cross-platform media veteran selected to lead the out of home advertising industry into the future. As of September 16, 2019, Ms. Bager will assume the title of President & CEO of the Out of Home Advertising Association of America (OAAA), the Washington, DC-based national trade association that represents the \$8+ billion out of home advertising industry.

Before joining OAAA, Bager was Executive Vice President at the Interactive Advertising Bureau (IAB), the leading global trade association for digital media. During her 8-year tenure, Anna was responsible for leading all digital, mobile, video, audio, and data industry initiatives, representing more than 650 member companies including Google, Facebook, Amazon, Disney, and Microsoft.

At IAB, Bager also supervised market research, media measurement, and thought leadership, and she partnered with IAB's public policy team in Washington to advocate on critical issues like technical standards, brand safety, and consumer privacy. Under her leadership, IAB created three of the organizations' most important centers of excellence: the *IAB Mobile Center*, representing the mobile marketing, advertising, and media marketplace; the *IAB Digital Video Center*, encompassing Advanced TV, OTT, and the Digital Content NewFronts; and the *IAB Data Center*, which developed consumer identifiers, data quality, industry benchmarks, and important tools for data activation and automation.

Bager has worked in the media and technology sector her entire career. Prior to joining IAB, she led business intelligence at Ericsson Multimedia and headed research at Ericsson's enterprise consulting unit. Prior to Ericsson, Bager was EMEA Research and Consulting Manager for the global research firm IDC.

A native of Sweden, Ms. Bager is a graduate of Lund University in Lund, Sweden. Anna was named one of the 30 most powerful women in mobile advertising by *Business Insider* six years in a row; one of the top women in media by *Folio* magazine four times; and one of the top women in digital advertising by *Cynopsis Media* three times. She lives with her husband Erik and their two daughters in Glen Ridge, New Jersey. Bager speaks four languages. When not working, Anna enjoys skiing and sailing with her family.