



**BPA Media
Exchange**

Chicago

FACULTY PROFILES



Andy Bryant, Account Lead, Centro

Andy is an Account Lead on the Publisher Solutions team at Centro, where he arms his publishing partners with a unique combination of digital solutions, education, and technology to help them grow digital revenue and acumen while servicing their advertisers more efficiently and profitably. While at Centro, Andy has held a number of roles – media buyer, account manager, customer success, and his current role in sales/business development. Prior to joining Centro in 2013, Andy worked as a rep at Groupon from the time the company was still in infancy through their IPO, selling digital solutions and direct response campaigns to local advertisers in Calgary, Seattle, and Winnipeg. Andy grew up in Rochester, NY, and then received a degree in History with a minor in Film and Media Studies from Miami University in Oxford, OH. A Chicago resident for the last 10 years, he spends his free time golfing, playing music, and taking his 8-year-old labradoodle to the beach on Lake Ontario.



Keith Edwards, Legal Market Leader, ALM Media

Since 2016, Keith has served as the Vice President, Legal Market Leader for ALM Media. Keith leads a global marketing services sales team for the legal segment of the business. While at ALM, Keith oversaw all advertising as the company integrated 20 different brand sites onto one unified digital platform, Law.com. He has rolled out new capabilities to the global sales team: social media, audience extension, account-based marketing and lead nurturing programs. He also manages strategic partnerships and implements marketing initiatives for the legal business.

Prior to joining ALM, Keith spent 16 years at The Business Journals, the nation's largest publisher of local business news. As Vice President, Advertising, he led the national advertising sales team for digital, content, print and event partnerships across 43 local editorial markets. His team specialized in delivering compelling marketing-driven solutions for advertisers who want to reach an influential business audience. Head of sales since 2011, Keith integrated print and digital media sales responsibilities into a cross-platform force. Keith Edwards is a native of Tulsa and a 2000 graduate of The University of Oklahoma, B.A. in Journalism – Public Relations. He currently lives in Brooklyn, NY.

**David Forestieri, Regional Vice President, Central & West, 33Across**

David is a 13+ year industry veteran, with experience working with search, programmatic, DSPs, DMPs, SSPs, creative, and everything in between. David started out his career in NYC, building relationships with brands and agencies in the Northeast and Central U.S for 11 years. For the last two years, he has been working for 33Across as Regional Vice President of Central and West, based out of Chicago.

**Scott Roulet, Vice President, BPA Media Exchange, BPA Worldwide**

Scott joined BPA in March 2017 as Vice President, B2B Media Exchange. During his 30-year career, Scott has led digital media and business information organizations around the world. Prior to BPA, he consulted with leading media organizations including American City Business Journals and Kantar in areas of developing scalable solutions for advertising automation, audience data enhancement and advertising sales. In 2008, Scott co-founded B2B digital ad network, BBN, where he served as President until its sale in 2015. Previously, he held a number of executive positions focusing on digital expansion with companies including Cygnus Business Media, ProQuest Company and Oklahoma Publishing Company. He is a graduate of the Gaylord School of Journalism at the University of Oklahoma.