



NABS Canada announces new Executive Director

Agency industry executive Jay Bertram to lead not-for-profit National Advertising Benevolent Society

Toronto, April 20, 2017 – The Board of the National Advertising Benevolent Society today announced, after an extensive search, the appointment of agency executive Jay Bertram as its Executive Director, effective April 18th, 2017. NABS is Canada’s only organization solely dedicated to supporting individuals and families in the communications industry facing personal, career and family challenges due to illness, injury, unemployment or financial difficulties.

Jay is a well-known and respected leader in the Canadian marketing and communications industry, having led TBWA in Canada for well over a decade and most recently TBWA Latin America for three years. Prior to that Jay held multiple senior leadership positions at Cossette. Having worked with some of the biggest global brands – Nissan, Pepsico, Microsoft, VISA, Petro Canada and McDonalds, to name a few - he has amassed unparalleled experience in all facets of the industry that NABS serves.

Jeremy Gayton, NABS Board Chair said “I am delighted that our organization has been able to add such a talented and respected individual to lead our strategic initiatives and the NABS team. We have some very exciting plans moving forward and Jay will be instrumental in inspiring our team and our industry to support more and more people, as we expand both the nature of our services and our national footprint.”

“Our industry is barreling though a sea change, yet it remains a strong economic, cultural and social contributor in this country,” said Jay Bertram. “I’m very excited about this opportunity to lead, and to give back while making an impact. I care deeply about the people I’ve worked with in advertising and in marketing – we are at the cusp of taking NABS to the next level.”

Since 1983, NABS has provided more than \$9 million in services to marketing and communications professionals across Canada. Today the need for NABS services has never been greater. In 2016 alone, NABS impacted the lives of over 1900 individuals and families through its helpline, counseling and financial support services. Demand for NABS services and circle of customized care continues to grow year over year.

ABOUT NABS CANADA

NABS Canada is the only charitable group in Canada set up exclusively to provide assistance to people in the marketing and communications industries who may need help due to illness, injury, unemployment or financial difficulties. NABS services include a national toll-free

NATIONAL ADVERTISING BENEVOLENT SOCIETY OF CANADA

55 St. Clair Avenue West, Suite 403, Toronto, ON M4V 2Y7 Tel: 416.962.0446 Fax: 416.962.9149 Toll-Free:
1.800.661.NABS (6227)

www.nabs.org

Charitable Registration #11905 1357 RR

counseling HELPLINE (1-888-355-5548) and financial assistance, as well as personal and career counseling. NABS is 100% industry supported, and has chapters in B.C., Alberta, Saskatchewan, Manitoba, Ontario and Quebec, while providing services in all provinces.

To speak with Jeremy Gayton or Jay Bertram, please contact:

Mark Neves mneves@nabs.org 416-962-0446 x 223

NATIONAL ADVERTISING BENEVOLENT SOCIETY OF CANADA

55 St. Clair Avenue West, Suite 403, Toronto, ON M4V 2Y7 Tel: 416.962.0446 Fax: 416.962.9149 Toll-Free:
1.800.661.NABS (6227)

www.nabs.org

Charitable Registration #11905 1357 RR