



COMMB Announces Appointment of Lindsey Talbot as President

PRESS RELEASE

Toronto, ON — Monday, March 9, 2026

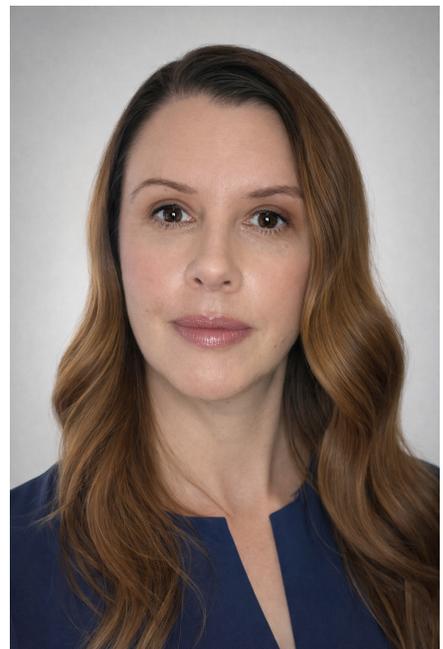
COMMB (The Canadian Out-of-Home Marketing and Measurement Bureau) announces the appointment of Lindsey Talbot as President, effective today, March 9, 2026.

A respected leader in the Canadian media industry, Talbot brings more than two decades of investment and strategic leadership experience to the role. She joins COMMB following her tenure as Chief Investment Officer at WPP Media, where she oversaw a broad and complex investment portfolio and led national investment strategy across multiple agencies.

Throughout her career, Talbot has been recognized for building enduring media partnerships and delivering measurable value for clients. Her leadership is grounded in a client-centric philosophy - balancing innovation, accountability, and collaboration to drive sustainable growth across the media ecosystem. This perspective aligns closely with COMMB's mandate to advance Out-of-Home as a high-performing, accountable, and essential channel within Canada's media landscape.

Talbot shared her enthusiasm for the role. "I am incredibly honoured and excited to join COMMB during such a transformative era for the Out-of-Home industry. Having spent my career managing large scale media investments and fostering strategic partnerships, I have seen the immense power of OOH to connect brands with audiences in high impact ways. My mission is to drive innovation, champion collaborative growth, and ensure that our measurement standards continue to deliver exceptional value across the Canadian media landscape."

As President, Talbot will lead COMMB's next phase of growth, strengthening collaboration across the Out-of-Home sector and advancing initiatives that support transparency, measurement, and innovation for members and partners across Canada.



About COMMB:

COMMB is the national organization for the Canadian OOH industry comprised of advertisers, advertising agencies and OOH companies. COMMB is responsible for developing and verifying audience measurement methodologies, providing audience data and planning resources, marketing and communications, government relations and member services. www.commb.ca

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