
Welcome to MASB

2009 Summer Board Meeting & Summit

V Kumar, Director
David Stewart, Chair
August 6, 2009
Chicago, IL



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Announcements



Thanks to Nielsen for hosting the Summit!

**Dipita Chakraborty (Board Member Hostess)
Roberta White (Logistics & Guest Services)**

Announcements cont



Additional Guest ...Ed See

EVP and Senior Partner, Consulting and Innovation, IRI

Consultant in Ernst & Young's advisory services

President/Chief Operating Officer at MMA

Partner at Arthur Andersen

Managing Director at BearingPoint

15 years in management of software development at IBM

Announcements cont

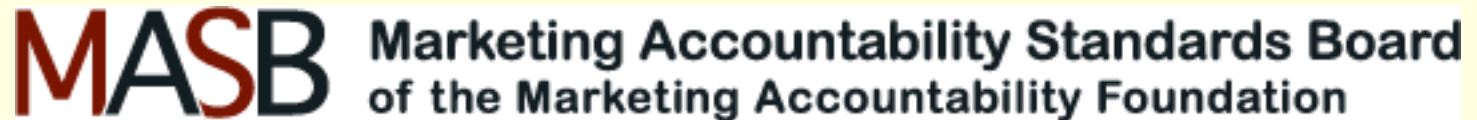


**Newest MASB Charter Member
August 2009**

Announcements cont



In partnership with



V Kumar is the AMA Board representative on the MASB Board and acts as the liaison between the two organizations

Announcements cont



MASB Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Partnership will be featured at the AMA 2010
Winter Educator's Conference:

“Bringing Marketing to Wall Street”
About MASB and its Goals, Current Initiatives and
What is expected from the Academic Community

Please join us Feb 19-22 in New Orleans



David W Stewart, MASB Chair
Dean and Professor of Management and Marketing
Gary Anderson Graduate School of Management
University of California, Riverside

***Welcome to the 2009 Summer Summit of the
Marketing Accountability Standards Board
(MASB)***



V Kumar, MASB Director

**Richard and Susan Lenny Distinguished Chair Professor of Marketing,
Executive Director, Center for Excellence in Brand & Customer
Management, and
Director, Ph.D. Program in Marketing
J. Mack Robinson College of Business
Georgia State University, Atlanta GA**

***On Behalf of Dr. Stewart, Chair, the Address is
delivered by Dr. Kumar, Director.***

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(MASB)***



Origins

As many of you know, MASB began as The Boardroom Project, a visionary initiative begun by industry professionals and academics who saw an opportunity to increase the contribution of the marketing function through the development of standard metrics and processes that link marketing activities more objectively and more closely to the financial performance of the firm.

The absence of well-accepted and uniform definitions of constructs, measures and processes within marketing has hampered the ability of the discipline to be a full partner in the strategic decisions of the firm.



Opportunity

The implosion of the financial sector over the past year has created a unique opening for marketing to reassert itself at the strategic planning table.

The dominance of the finance function in many organizations has come into question as it has become clear that underlying assumptions do not always hold, that risk cannot be so readily “hedged” away with financial instruments, and that financial returns ultimately must be driven by buyer behavior in markets rather than deal making.

Marketing has an opportunity to step into the void but can only be successful in doing so if it can bring credible metrics and processes for informing investment decisions and for managing risk.



Crossroads

Much as operations was hampered by idiosyncratic processes and the lack of standards prior to the advent of the quality movement, the marketing discipline stands at a crossroad where it can take a leadership role in the development of standard metrics and processes or be reduced to the role of tactical implementation of the strategies designed by others.



Lessons from the Quality Movement

The marketing discipline can learn much from the history of the quality movement.

For more than fifty years the quality movement has developed, applied and proven standard metrics and processes that are common to very diverse types of business.

Six-sigma has been applied in businesses ranging from high technology to financial services to the automotive industry to pharmaceuticals.



The Promise

The development of generally accepted and common standards for measurement and measurement processes will significantly enhance the credibility of the marketing discipline, improve the effectiveness and efficiency of marketing activities, and enable continuous improvement over time.

MASB represents an important step in this direction.

We appreciate your willingness to engage in and contribute to this important initiative.

(Hope to see you all tomorrow)

Agenda to Start

Current State

Where We Stand on Accountability Journey

Barbara Bacci Mirque, ANA

Weigh-In by Guest Marketing Reps

Why Marketing Numbers are not Believable, Audit Ready

Matt Brewer & David Baron, Ernst & Young

Weigh-In by Guest Finance Reps



Thank-you!



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