

Welcome!

Last Meeting of The Boardroom Project
First Meeting of the MASB Board

August 16-17, 2007
Chicago, IL

**THE
BOARDROOM PROJECT**

TBP Members Stepping Down



Dwight Risky (2004)

Retirement ended up being a much greater challenge than I expected...It has been a real joy working on TBP...What a wonderful contribution to the discipline of marketing.



Mitch Barns (2004)

It makes (no) sense for me to take a seat from someone else who will be able to contribute more...(new) team has others in mind from Nielsen (to take) my place.



Jim Nyce (2006)

Despite my good intentions, the demands of my role (at Kraft) have completely precluded my participation in this effort...it certainly seems to be in good hands!



Gene Cameron (2006)

My business commitments are just too much to allow me to participate...have enjoyed the...birth of a new force...will present (opportunity) to another...at J.D. Power...

From TBP To Charter MASB Members



David Stewart (2004)
USC Marketing To
UCR Dean B-School



Meg Blair (2004)
rsc founding Pres To
MMAP Center Founder



Kate Sirkin (2004)
SVP MR Starcom To
EVP GMR Starcom



Mike Duffy (2005)
SVP Marketing
Nielsen



Joe Plummer (2006)
ARF CRO To
Columbia U Marketing



Mike Hanssens (2006)
MSI ED To
UCLA Marketing



MJ Cummings (2007)
GD Strategic Sourcing
Visa

More Charter MASB Members



Russ Winer (2007)
NYU Marketing
To MSI ED



Peter Johnson (2007)
VP SR Economist DMA



Dipita Chakraborty (2007)
TMG Founder To
SVP Analytics, Nielsen



TBD (2007)
New ARF CRO

Our Guest & Working On It



Barbara Bacci Mirque (2007?)
EVP ANA

Thank you!

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