
Welcome to the MASB 2012 Winter Board Meeting and Summit

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February 2012
St Pete, FL



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Thank-You!



Thanks to AMA for helping with the Summit!

Nancy Costopulos (AMA CMO & MASB Founding Advisor)

Welcome!

- **MASB directors and advisors**
- **MASB member representatives**
- **Guest speakers**
- **Guests**

The Business Landscape

...dominance of the finance function has come into question as it has become clear that underlying assumptions do not always hold...and that financial returns ultimately must be driven by efficiencies in operations and by buyer behavior in markets.

David Stewart (August 2009)

The Opportunity

...a unique opening for marketing to step into the void and reassert itself at the strategic planning table, by bringing credible metrics and processes for informing investment decisions and for managing risk.

David Stewart (August 2009)

The Role of MASB

Measurement standards are essential for the efficient and effective functioning of a marketing driven business, because decisions about the allocation of resources and assessment of results rely heavily on credible, valid, transparent and understandable information.

The role of MASB is in setting the standards and processes necessary for evaluating marketing measures in a manner that insures credibility, validity, transparency and understanding.

Work of the MASB is conducted on a Project basis and organized into three overall categories: Standards, Research, and Concepts.

The Game Changers

**MASB
Project**

**BIV
Brand Investment
& Valuation***

**IFR
Improving Financial
Reporting**

Keys to stepping up to the strategic planning table:

**bringing credible metrics and processes for informing
investment decisions and for managing risk...and**

**partnering with finance to ensure that financial returns are
reported and driven by buyer behavior in markets short-
term & over time**

Marketing in the 21st Century

**Aligning Marketing & Finance (on measurement)
for Creating, Building & Sustaining Firm Value**

**MASB is the independent, private sector,
self-governing body that is facilitating this
transformation**



Thank-you!



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Announcements

- Breaks...
- Restrooms...
- “TWgroup”
- Advisory Council meeting at end of today
- Dinner at 6:30 tonight @ Bermuda's....
- BIV.Marcom Team meeting 8 AM tomorrow...

Expectations

- **Ask questions during Q&As**
- **Participate in discussions**
- **Become inspired!**



Thank-you!



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