
Welcome to the MASB 2012 Summer Board Meeting and Summit

**David W Stewart
President's Professor of Marketing
Loyola Marymount University
College of Business Administration
Founding Chair of the MASB
August 2012
Chicago**



**Marketing Accountability Standards Board
of the Marketing Accountability Foundation**

Thank-You!



**Thanks to Starcom MediaVest Group
for hosting the Summit!**

Kate Sirkin (EVP SMG, MASB Founding Director & Trustee)



Welcome!

- **MASB Directors and Advisors**
- **MASB member representatives**
- **Guest speakers**
- **Guests**

The Business Landscape

Marketers rarely incorporate the perspective and language of Finance when communicating the value their activities deliver to the organization. They often fail to recognize that the measures of value they find important—things like customer awareness, preference, brand equity, and loyalty – don't translate easily for finance types.

Knowles and Ettenson
“Forethought Marketing Versus Finance, Reconcilable Differences,”
Harvard Business Review, June 2007.

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 Mission

Establish marketing measurement and accountability standards
across industry and domain
for continuous improvement in financial performance
and for the guidance and education of business decision makers
and users of performance and financial information.

Partnering with Finance is the surest way forward

Creating Value in 21st Century

MASB

Where marketing & finance align on measurement for reporting, forecasting & improving financial returns from buyers in markets...short-term & over time



Thank-you!



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Announcements



Edgar Baum

Managing Director, Brand Finance Canada

...rare talent to both understand and speak the languages of finance and marketing.

Announcements (cont)

- Breaks...
- Restrooms...
- Advisory Council meeting at end of today
- Dinner at 6:30 tonight @ McCormick & Schmick's
- BIV.Marcom Project Team 8AM, Room 31 N
- MASB Book I Project Team 8AM, Room 31 S

Expectations

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



Thank-you!



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