
The MASB Advisory Council (MAC)

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

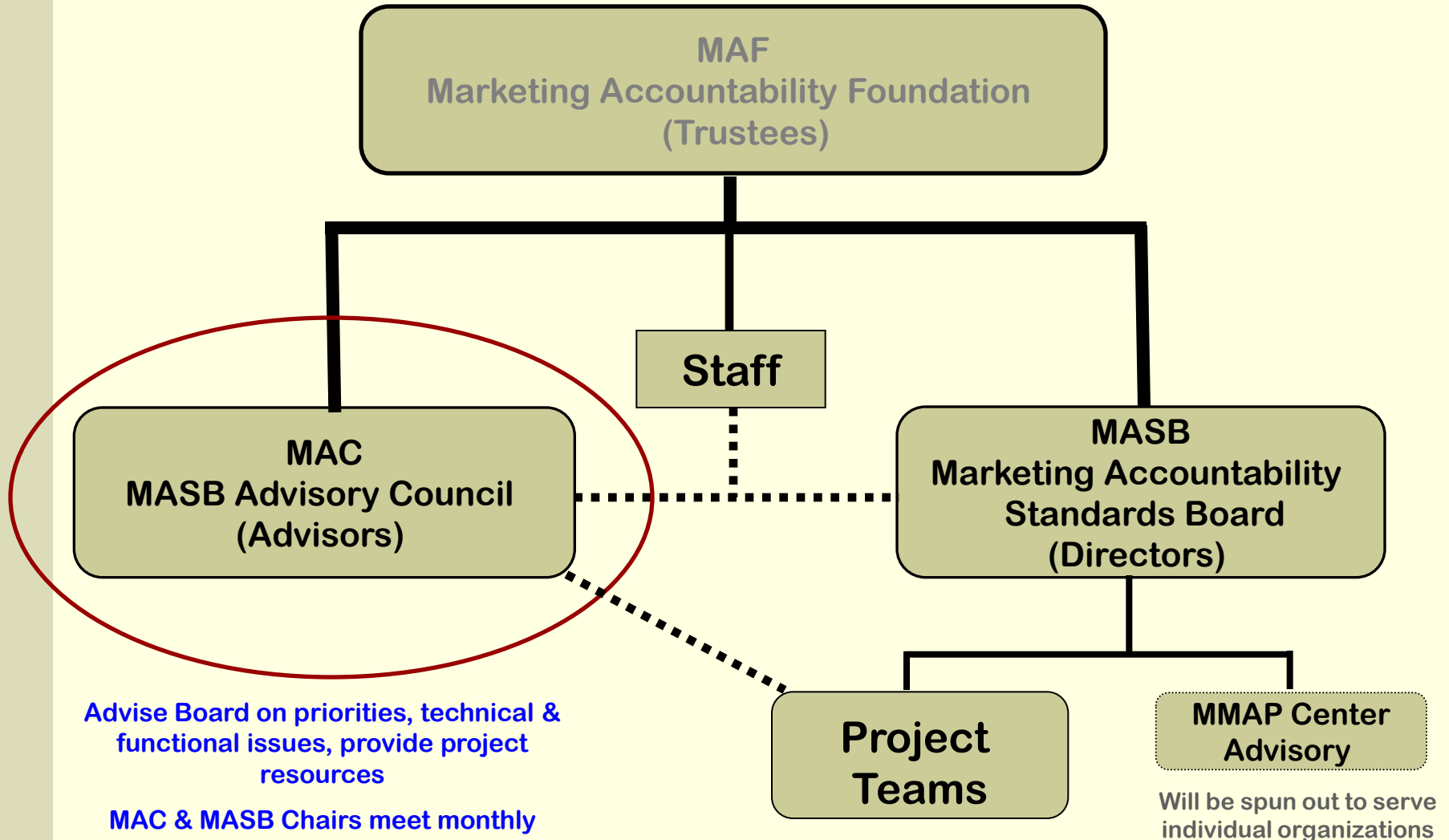


Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Structure: Roles and Responsibilities

	Foundation Trustees	Council Advisors	MASB Directors
Leadership	4 Officers and 14 Trustees for Governance	Chair and 18+ Advisors to Consult with Board	Chair and 16 Directors to oversee Project Execution
Qualification	One seat per dues paying Member (C-suite)	One seat per dues paying Member (Sr Managers)	One seat per dues paying Member (\$r Science/Finance)
Role/Benefit	Stewardship and Overall Direction	Influence Priorities and Outcomes	Set Priorities and Determine Outcomes
Requirements¹	3 of 4 meetings per year	1 of 2 meetings per year + project (s)	9 of 12 monthly meetings + project(s)
Term	3 Years w/eligibility for second term	3 Years w/eligibility for second term	3 Years w/eligibility for second term

Organizational Structure



MAC Advisors (present @ Feb Summit)



Hanssens 06
UCLA (Chair)



Winer 08
Stern



Lehmann 08
Columbia



Kumar 09
At Large



Bucklin 09
UCLA



Batra 09
U of M



Mizik 09
At Large



Wind 10
Wharton



Allen 10
Darden



Fischer 11
U of Cologne



Gregory 11
CoreBrand



Donahue 11
4As



Moulton 11
Nielsen



Sexton 11
Columbia



McAlister 11
UTA



Mane 11
IAB



Costopoulos 11
AMA

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MAC Advisors (present at this Summit)



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UCLA (Chair)



Winer 08
Stern



Lehmann 08
Columbia



Kumar 09
GSU



Bucklin 09
UCLA



Batra 09
U of M



Wind 10
Wharton



Allen 10
Darden



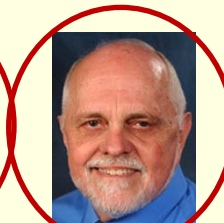
Fischer 11
U of Cologne



Donahue 11
4As



Gregory 11
CoreBrand



Sexton 11
Columbia



McAlister 11
UTA



Mane 11
IAB



Costopoulos 11
AMA



Bahary 12
comScore



Moore 12
UCR



Hess 12
Nielsen

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The Game Changers Underway (Advisors)

- Improving Financial Reporting (IFR)



Co-Lead



Co-Lead



- Brand Investment & Valuation Standards (BIV)



Co-Lead



- BIV MarCom

Effectively clarify & communicate the operational importance of the Brand Investment & Valuation Project to all constituencies



Co-Lead



Ongoing Projects

Common Language on Wikipedia



Advisor Nancy Costopulos has assigned Nancy Pekala to Team for coordination w/AMA Dictionary

MMAP Marketing Metrics Catalogue



Mike Hanssens will recruit Advisors as needed

Other Projects Underway

MASB Book



Customer Lifetime Value for CPG



Co-Lead

Measuring Return from Interactive



Co-Lead

Feedback at Feb 2012 MAC meeting*

- Need more representation from non-CPG practitioners
 - TWC & GM attending today
- Need procurement officers so they will understand return
 - Finance reps on panel today
- Other Valuers need to be engaged (e.g. Prophet & Interbrand)
 - David Haigh & Michael Corty today
- Need houses of brands & branded houses
 - Addressed the Stock Price part of model?
- Need B2B
- Need more help on our IFR Team
 - Added Moore, MJ & Stewart

* Are we right sized/mix/topics?

Feedback at Aug 2012 MAC Meeting

- Although metrics are rising on the CMO importance list, C-levels may not be the right players for MASB Summits or Director/Advisory roles, but we could have CMO Advisory group to show MASB output for feedback
- Two streams running in MASB – tools/models versus reporting – are complementary, one focused on what to report and one on how to report it – identify relevant audiences and what's in it for them (for all projects)
- Too much review of past; need shorter presentations with challenges presented for discussion (but decks sent ahead would not be read)
- First time marketing & finance pairs presented together

MAC Advisors (at MAC Meeting)



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Thank-you!

MASB

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