
Welcome to the MASB 2013 Winter Board Meeting

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Las Vegas



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

Thank-You!



Thanks to AMA for hosting the Meeting!

**Nancy Costopulos, CMO
Founding MASB Advisor**



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)

Creating Value in 21st Century



**Marketing & Finance
across Industry &
Domain**

MASB

The independent, cross industry forum where
marketing & finance agree on measurement
for creating value

New Member Directors & Advisors

Directors



Alcaraz 12
Hershey



Ebben 12
GM



Forbus 12
Frito Lay



Meier 13
MillerCoors
Finance

4 New Major
Marketers

Advisors



Scaramuzzi 12
ConAgra
Finance



Bane 12
Kimberly Clark
Finance



McKerracher 12
Frito Lay
Finance



Sinclair 12
At-Large

5 Finance
practitioners



Winsper 12
Winsper



Berg 13
MillerCoors



Haigh 13
Brand Finance
Finance

Evolution

In the beginning, we decided to keep these meetings to about 35-40 attendees...small enough to foster constructive dialogue towards achievement of the body's Vision & Mission and for the opportunity to attract new members to fill the leadership positions (MASB Directors & MAC Advisors).

For the 1st three years, half the attendees were MASB members/leaders and half were invited guests/speakers.

Today, we've reached the 35-40 count with Directors, Advisors, Members and Speakers alone (90%)...and the guests are here at their requests.

New Era

**We've matured to the point where these meetings may now be considered true MASB Board Meetings...
with our valuable MAC Advisors here to participate at the overall Board level...
to make significant progress on the work of the body...
and with a few invited speakers & guests to help us.**



Thank-you!



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Announcements

- Breaks...
- Restrooms...
- Advisory Council meeting at end of today
- Dinner at 6:30 tonight ([Trevi](#))
- MarCom Team breakfast meeting, 8AM ([Payard](#))
- CLV Full-Up Project Team meeting, 8AM ([here](#))

Expectations

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



Thank-you!



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