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# **Welcome to the MASB 2015 Summer Board Meeting**

**Allan R Kuse  
MMAP Center  
MASB Director & Support**

**August 2015  
Chicago**



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

# Thank-You!



**Thanks to AMA for hosting the Meeting!**

# Welcome All!

- Foundation Trustees
- MASB Directors and Advisors
- MASB member representatives
- Guests

**Announcements...since February summit**

# Millward Brown is New Charter Member



**Christopher Murphy**  
**President, Millward Brown Analytics**  
**MASB Advisor**



**Satya Menon**  
**Chief Marketing Scientist**  
**Millward Brown Analytics**  
**Here Today**

# Strata Insights is New Charter Member



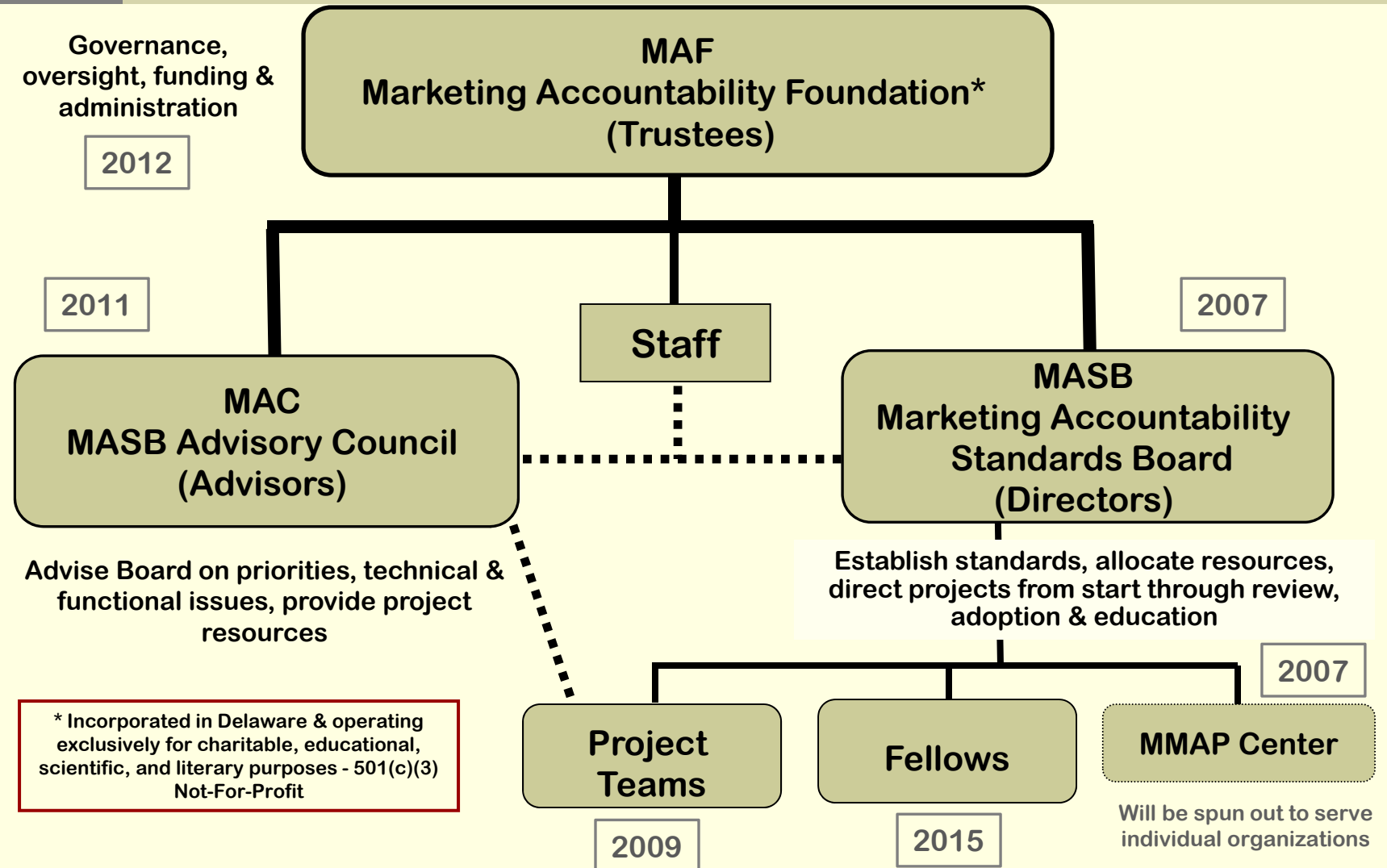
**Edgar Baum**  
**Founder, Strata Insights**  
**MASB Advisor**

# Roger Sinclair is Inaugural Fellow



**Roger Sinclair**  
**Brand Valuation Specialist**  
**MASB Advisor**  
**MASB Inaugural Fellow**

# Organizational Structure



# New Foundation Trustee



**Pam Forbus**  
**Sr VP Global Insights & Demand Analytics**  
**PepsiCo**  
**Marketing Accountability Foundation Trustee**



# New MASB Directors



**Kevin Richardson**  
**Sr VP Consulting Services**  
**The Nielsen Company**  
**MASB Director**



**Shyam Venugopal**  
**Head, Advanced Analytics &**  
**Demand Sciences**  
**PepsiCo**  
**MASB Director**

# New Advisory Chair



**Sunil (Sunny) Garga**  
**Founder & CEO of (m)PHASIZE**  
**MASB Advisory Council Chair**

# New MASB Advisors



**Christopher Bartone**  
**Director of Digital Content**  
**AMA**  
**MASB Advisor**



**Ken Runkel**  
**Managing Director**  
**Brand Finance US**  
**MASB Advisor**

# New Staff



**Erich Decker-Hoppen**  
**Communications Specialist**  
**MASB Staff**

# Advisory Council Meeting (5:00 here)

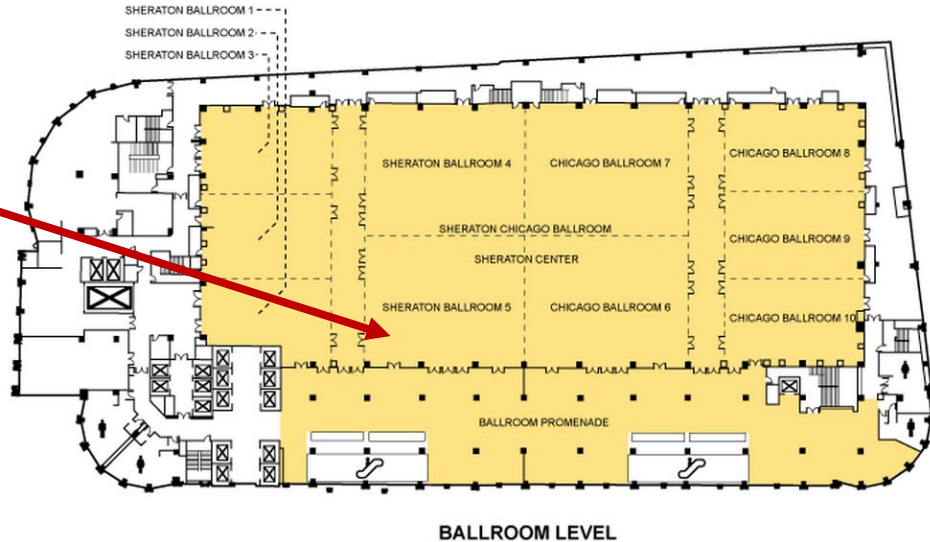
- Sunny Garga (New Chair)
- Greg Banks
- Edgar Baum
- Jim Gregory
- Craig Gugel
- Mike Hanssens
- Allan Kuse (Admin)
- Sherrill Mane
- Debi Parcheta
- Ken Runkel
- Jerry Wind

# Other Announcements

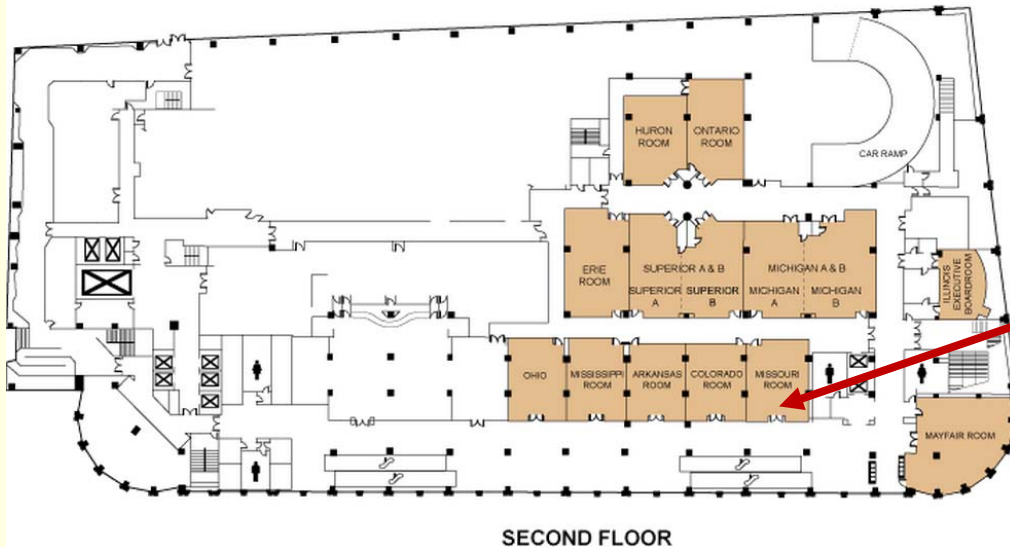
- **Dinner at 6:30 tonight (Shula's Steakhouse)**
    - Everyone
  - **Marketer Member Breakfast, Friday, 8AM**
    - ConAgra
    - Kimberly-Clark
    - General Motors
    - PepsiCo
    - MillerCoors
    - ESPN
    - Citi (guest)
    - Tyson (guest)
- (Missouri Room)**

# Conference Rooms

## Summit Rooms



## IMM Breakfast



# Other Announcements

- Dinner at 6:30 tonight (Shula's)
- Marketer Member Breakfast, Friday, 8AM
- Decks will be available on MASB website (w/email link)
- 45-minute lunch (~12:45 PM)
- 15-minute breaks (~10:45 AM & ~3:30 PM)
- Need help? See Karen or Lori, our gracious hostesses





# Thank-you!



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