
MASB 2015 Summer Board Meeting

Introduction & Charge

David Stewart
Loyola Marymount University
Founding Chair of the MASB
August 2015
Chicago



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

MASB is Focused & Unique

There is one group exclusively devoted to marketing measurement...predictive of financial return...and all marketers who are serious about meeting the accountability mandate should get involved.

Bob Liodice, ANA CEO

June 17, 2014

It will not be easy...it is going to take a lot of effort (and by a lot of professionals).

If it was easy, someone would have already tackled this crucial issue.

The payoff, however, will be worth the time, effort, and money.

Dr Joe Plummer, Past CRO
Advertising Research Foundation
Founding Director of MASB
May 12, 2006

Setting The Stage (this AM)

- **Marketing & Finance Panel**



Rick Abens
Foresight ROI

- **Academic Perspective:
Capitalizing Ad Spending**



Shuba Srinivasan
BU

- **Accountability Journey: CIR Project
Continuous Improvement in Return**



Jane O'Keefe
MillerCoors

Keynote Panel (AM)

X-Functional Roles in Accountability Journey



Led by Pam Forbus
Sr VP Global Insights & Demand Analytics
PepsiCo

MASB Fellowship Proposal (AM)



Roger Sinclair
MASB Inaugural Fellow

Reporting Progress

- **Marketer Member Panel (AM)**



Jamie Richardson
Kimberly-Clark

- **Brand Investment & Valuation Project (BIV) (PM)**



Kevin Richardson
The Nielsen Company



Frank Findley
MSW•ARS

- **Improving Financial Reporting Project (IFR) (PM)**



Jim Gregory
Tenet Partners

On a Different Note (PM)

Rise of the Chicago Skyscraper



Maurice Champagne
Docent w/Chicago Architecture Foundation
Author

Keynote Discussion (Tomorrow AM)

Discussion on Measuring Return on Sponsorship



Megan Lineberger
MillerCoors
Marketing



Jane O'Keefe
MillerCoors
Finance

The Other MASB Projects (Tomorrow)

■ Measuring Return from CPG Advertising with CLV



Leslie Wood
NCP



Debra Parchetta
Blue Marble
Enterprises

■ The MASB Book I



Craig Gugel
Gugelplex TV

■ Marketing Metrics Catalogue



Karen Ebben
GM

The Remaining MASB Projects (Tomorrow)

- Common Language Dictionary



Chris Bartone
AMA

- MASB MarCom



Kathleen Hunter
ANA

Charge

- Help shape it
 - Influence current projects as they are reviewed
 - Influence future MASB Project Agenda
- Draw from it
 - Apply learning to current initiatives
- Get/Stay on the leading edge
 - Network w/other marketing accountability practitioners
 - Network w/marketing scholars



Thank-you!



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