

Marketing Accountability Standards

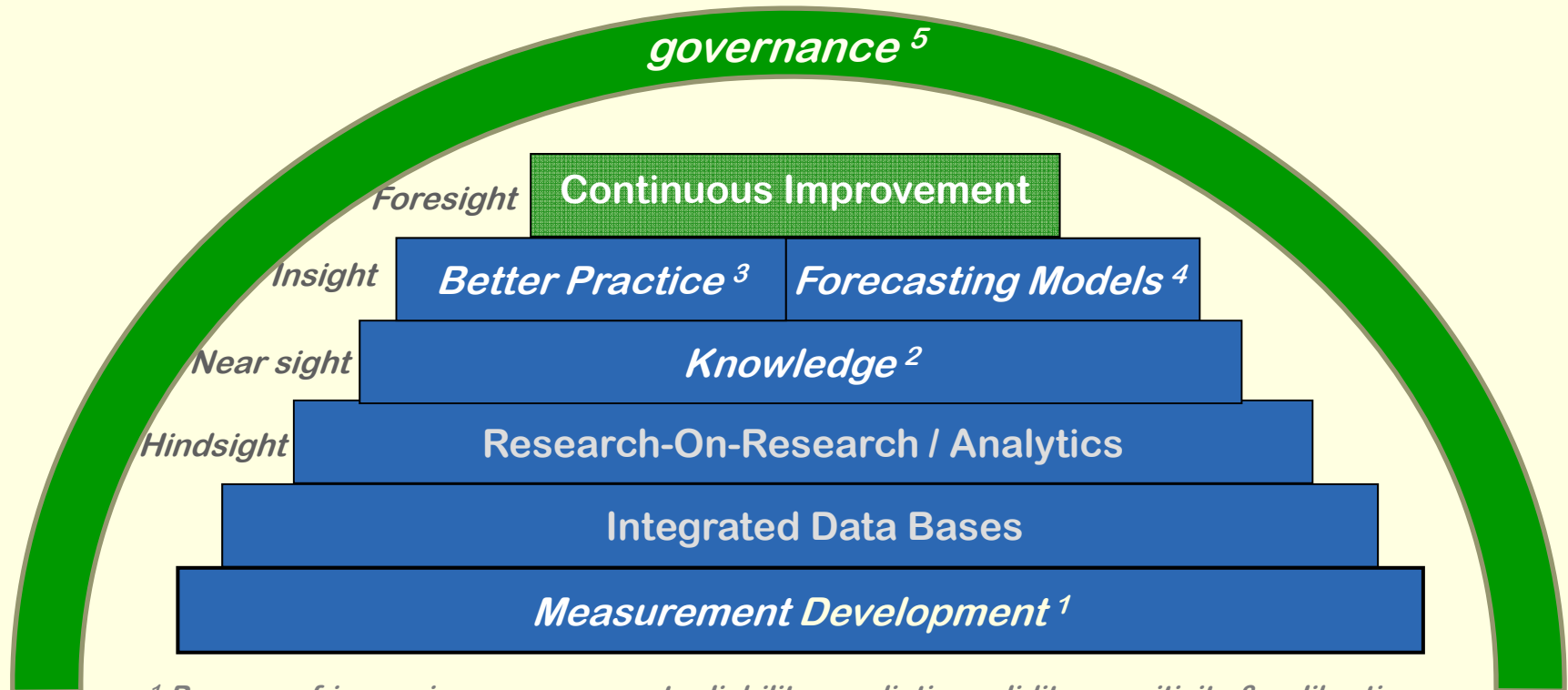
Keynote Panel: X-Functional Roles in Accountability Journey

**Pam Forbus
PepsiCo
MAF Trustee
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Chicago**



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

The Journey to Continuous Improvement in Return: Science Pyramid & Governance Umbrella



¹ Process of improving measurement reliability, predictive validity, sensitivity & calibration.

² Profound understanding (of the business process or human & customer behavior) that yields a clear prioritization of action; Learning or principles that yield true predictions with unvarying uniformity (MR Vision 2003); Process of explaining variance/identifying the causal drivers of the business or human behavior.

³ Documented method of operating that yields higher level of performance than other operating behaviors (IBID); Process of applying Knowledge to the operating process for improved performance.

⁴ Analytical techniques that represent causal relationships among various conditions & actions taken to achieve specific business results, and forecast future outcomes of various potential actions & conditions (IBID)

⁵ X-Functional Team w/CI Orientation, Common Purpose & Rewards, Central Funding & Thresholds

X-Functional Roles Panel



Kristen Blum
CIO



Tracey Joubert
CFO



Travis Colvin
Supply Chain



Pam Forbus
Demand Science

Accountability Discussion Guide

- Why is a cross-functional governance model critical for success to improve Return on Marketing Investment (ROMI)?
- How does the ROMI process at your company work today and how should it work?
- How do you build a sustainable, scalable, agile, enterprise capability for ROMI?
- What are the big “From-To” changes that are required to get to best end-state? What are the barriers to implementation?
- What will success look like when our data, metrics & processes are integrated?



Thank-you!



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