

Award

MASB Trailblazer

*A person who blazes a trail for others to follow
through unsettled country or wilderness;
pathfinder*



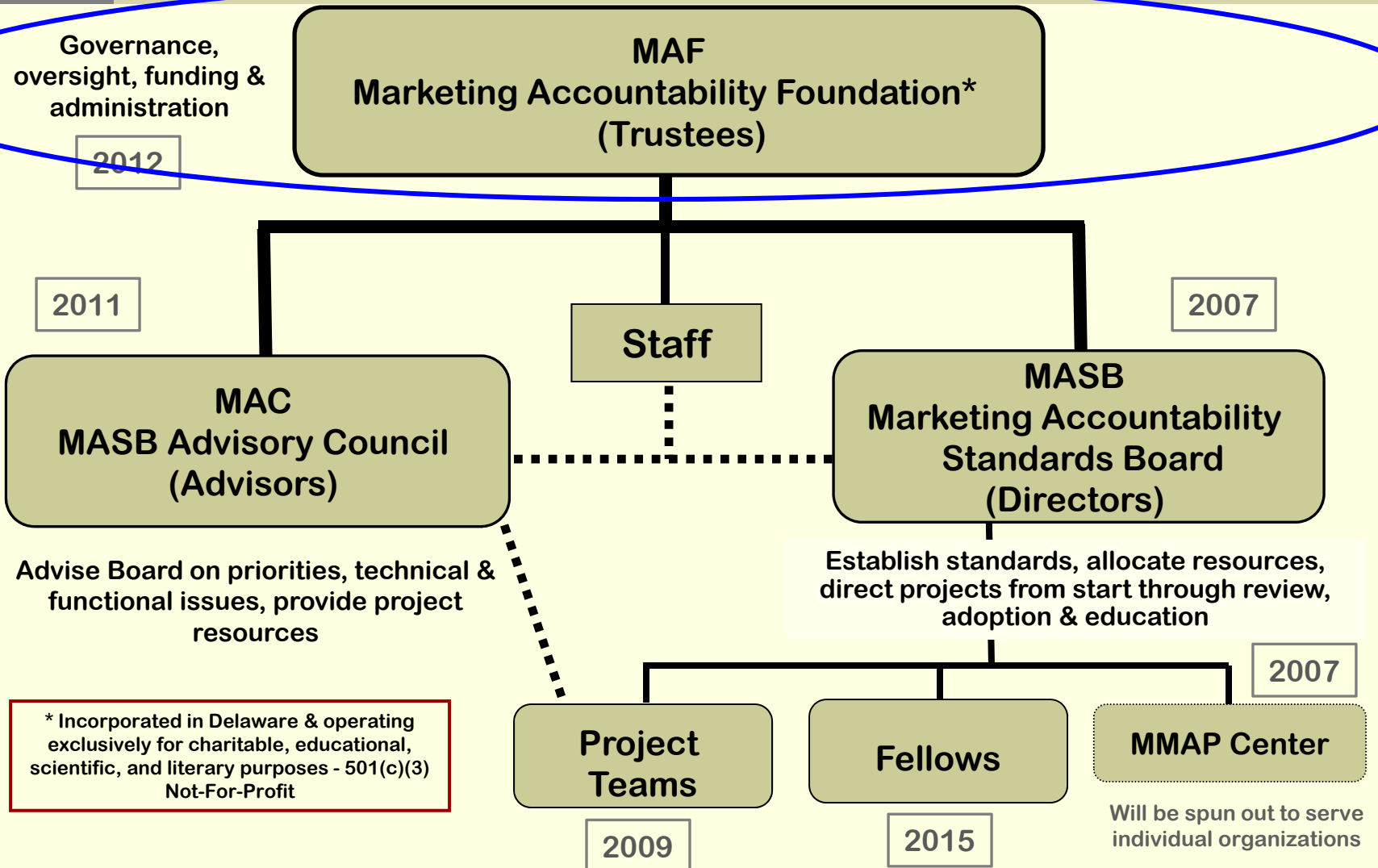
Pam Forbus has been ahead of the pack in measurement based accountability...first at Frito Lay...and recently promoted to do the same across PepsiCo.

“Pam is an accomplished leader who transformed FLNA Insights into a high-impact team. She led a multiyear effort with her team to create industry-leading capabilities in demand science and decision analytics that were foundational to FLNA’s growth agenda.” (Her boss)

She was part of a cross functional leadership team that held the marketing funds and allocated them across investment opportunities (brands) based on projected return.

Pam has recently been appointed to the Foundation as a Trustee. Shyam Venugopal will be filling her role as a MASB Director.

Organizational Structure



Foundation Trustees & Officers



Blair 04
MAF/MASB
(Pres & Asst Sec)



Tisor 07
Kearney
(Treasurer)



Liodice 11
ANA



Beard 13
Nielsen



Jedidi 13
Columbia
(Secretary)



Ivie 13
Media Rating Council



Forbus 15
PepsiCo

Trustees meet quarterly for governance, oversight, funding and administration (ie long term sustainability of the body)

Pam was appointed Trustee in July 2015

MASB Trailblazer 2015

Pam Forbus
MASB Director

*Thank-you, Pam, for your dedication
and leadership...
and for blazing the trail!*