
Marketing Accountability Standards

Marketing & Finance Working Together: Accountability Initiatives

Jamie Richardson
Associate Director
Global Analytics
Kimberly-Clark
MASB Director
February 2014
Orlando

Jim Meier
Sr Director
Marketing Finance
MillerCoors
MASB Director
February 2014
Orlando



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

Panel PPO

- **Purpose**

 - Listen to current successes, challenges and approaches**

- **Process**

 - Marketer member panel discussion**

- **Outcome**

 - Input for current & future MASB speakers & projects**

Marketer Panel



Jamie Richardson
Kimberly-Clark
Global Analytics



Jim Meier
MillerCoors
Marketing Finance



Pam Forbus
PepsiCo/Frito-Lay
Strategic Insights



Karen Ebben
General Motors
Global Analytics &
Marketing Effectiveness



Jonathan Short
PepsiCo/Frito-Lay
Brand Finance



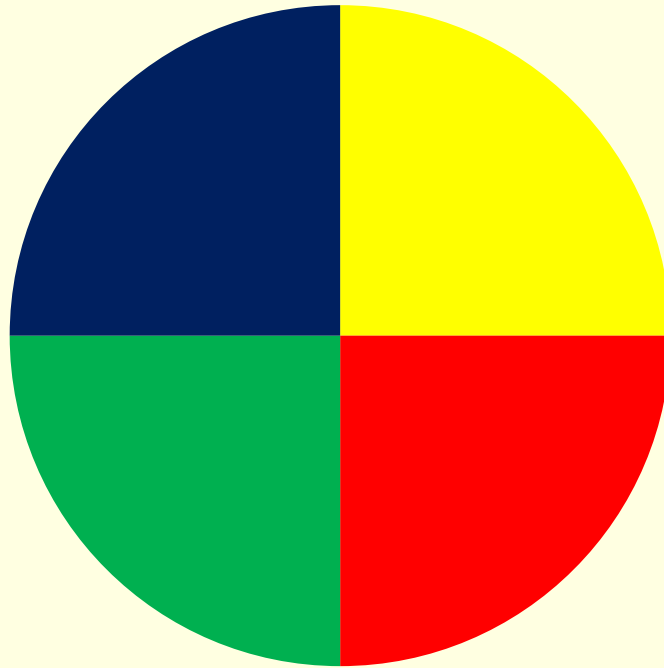
Bill Berg
MillerCoors
Market Intel & Analytics

Discussion Guide (Successes & Challenges)

Successes and/or accomplishments over past 6 months

- **Marketing & Finance working together (structure)**
- **Metrics**
 - Reliably Predictive of Return
- **Data integration/management**
 - Dashboards/KPIs
- **Analytics/Insights**
 - Drivers of Success
- **Better Practice/Process Change**
 - Forecasting/Setting Marketing Budgets
 - Other
- **Improvement in Return**
- **Globalization**

Emergenetics Profile



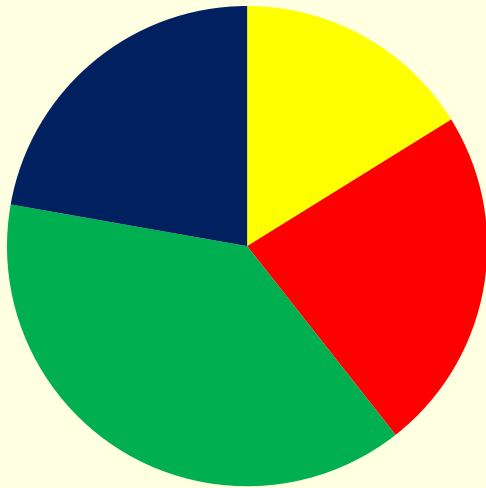
■ **Conceptual**

■ **Social**

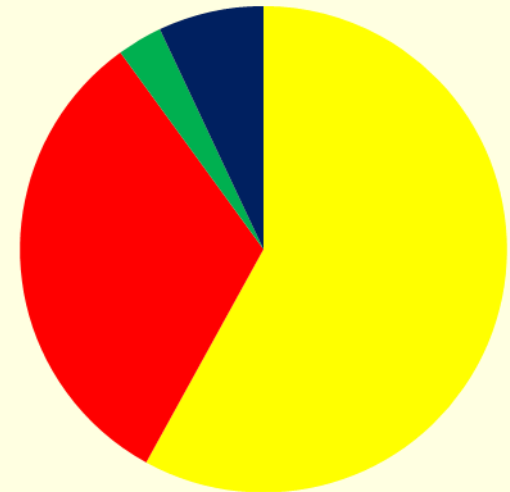
■ **Structured**

■ **Analytical**

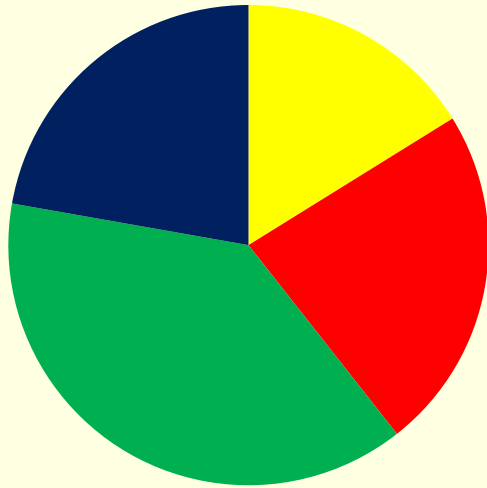
SO, WHO ARE WE?



- Conceptual
- Social
- Structured
- Analytical



SO, WHO ARE WE?

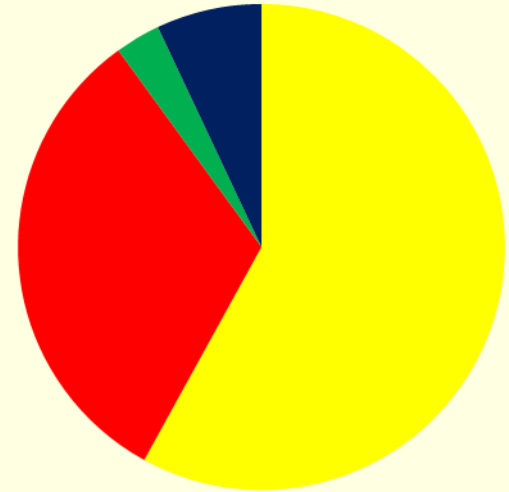


■ Conceptual

■ Social

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■ Analytical



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Thank-you!



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