
MASB 2016 Winter Board Meeting

Introduction & Charge

**David Stewart
Loyola Marymount University
Founding Chair of the MASB
February 2016
Islamorada**



**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

This morning

■ Continuous Improvement in Return (CIR Project)



Rick Abens
Foresight ROI



Greg Banks
Maddock-Douglas

■ Marketer Member Panel



Jamie Richardson
Kimberly-Clark

This morning (continued)

■ Brand Investment & Valuation Project (BIV)



Kevin Richardson
The Nielsen Company



Frank Findley
MSW•ARS

■ Making BIV Standard Metric Readily Available



Frank Findley
MSW•ARS

Keynote Presentation (this PM)

Adding Brand Value to Enterprise Financial Systems



Carsten Hahn
SAP



Jim Meier
MillerCoors

This Afternoon

- **Finance & Marketing Working Together
inc EY Partnering for Performance**



Sunny Garga
[m]PHASIZE

- **Perspective on Ad Capitalization and
Taxation**



Michael Moore
LMU

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



Michael Moore
LMU

- **Reasons for Other Brand Valuation Models**



Bryn Anderson
Brand Finance

On a Different Note (PM)

Florida Keys History and Discovery Center



Rich Russell
Florida Keys History and Discovery Foundation

Tomorrow Morning

- **Keynote Guided Discussion: PR and Social Media**



Katie Paine
Paine Publishing

- **MASB Marketing Team**



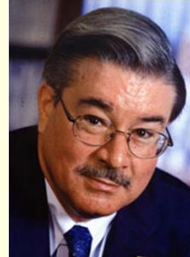
John Willard
MASB



Erich Decker-Hoppen
MASB

The Other MASB Projects (Tomorrow)

- **MASB Fellowships**



David Stewart
LMU

- **Marketing Metrics Catalogue**



Karen Ebben
GM

- **Common Language Marketing Dictionary**



Earl Taylor
MSI

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/Finance & Marketing scholars**



Thank-you!



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of the Marketing Accountability Foundation**