
MASB Standards Program

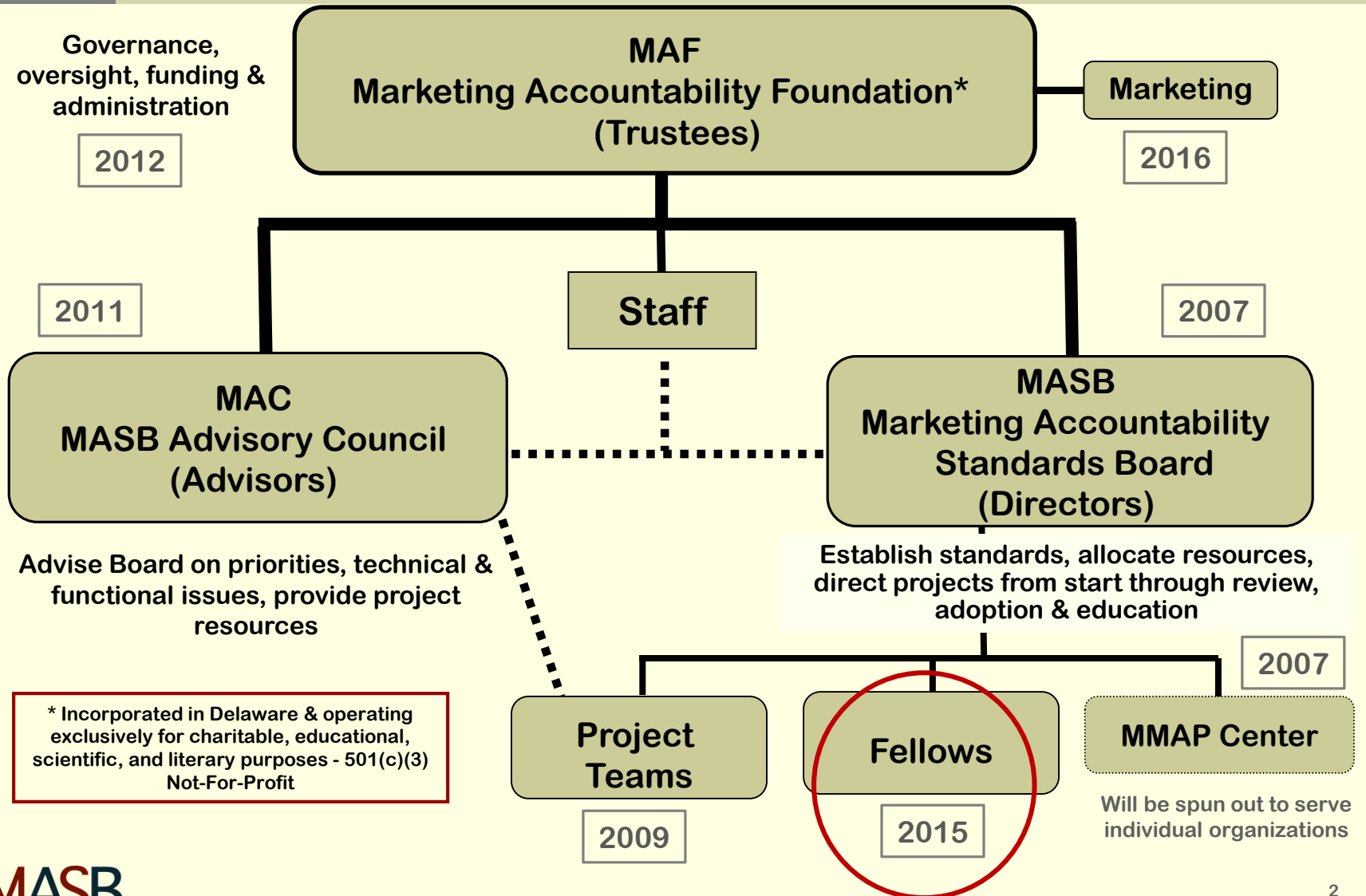
Research Fellowships Review & Status

David Stewart, LMU
February 2016
Islamorada, FL



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

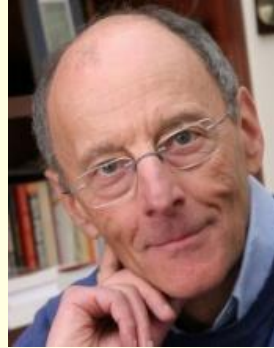
Organizational Structure (2016)



Objective of Fellowship Program

- Fellows will be an integral part of MASB research and technical activities, appointed by the MASB & MAC Chairs (with input from the CEO) and for a specific period of time.
- They will be Marketing scientists or Finance professionals from Academia or Practice assigned to work on specific projects.

Inaugural Fellow



Roger Sinclair
Inaugural Fellow

Roger Sinclair was appointed as the “Inaugural Fellow” to design the Fellowship Program, and was assigned to the IFR Project Team.



Roger Sinclair, PhD 1938 - 2016

Professor of Marketing, University of Witwatersrand, Johannesburg, South Africa

Prophet Global Brand & Marketing Consultancy

MASB Advisor (2012 – 2016)

Inaugural Fellow (2015-2016)

Improving Financial Reporting (IFR) Project Team

“(We’ll be) aligning marketing more closely with balance sheet reporting, initially as it relates to acquired brands.

“Acquired brands, which are allocated indefinite useful lives, are carried on the balance sheet at their post transaction value. No allowance is made for the possible growth that should arise from successful marketing strategy. That means the brand, relative to the overall performance of the business, could appear to be diminishing in value. This is called the “Moribund Effect”

I am so heartsore...on the 21st January, Roger died (Stella Sinclair).

We are heartsore as well and will miss our dear Roger...

Next steps: Fellowships

- **The MASB & MAC Chairs will work with the IFR Project Team to find a Fellow for Roger's role.**
- **Another Fellow may soon be recruited to assist the Catalogue Team in conducting MMAP audits.**



Thank-you!



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