
Winter 2017 MASB Board Meeting & Summit

Introduction & Charge

David Stewart, LMU
Founding Chair of MASB
February 2017
Orlando



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

The MASB Mission

**Establish marketing measurement
and accountability standards
across industry and domain
for continuous improvement in financial performance
and for the guidance and education
of business decision makers and
users of performance and financial information.**

The Challenge and Payoff

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

Charter Member Organizations

Marketers:



Service Providers:



Business Schools:



Associations:



MASB Directors

Establish standards,
allocate resources,
direct projects from
start through review,
adoption & education



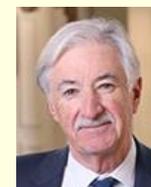
Stewart 04
LMU (Chair)



Kuse 08
MASB



Abens 08
Foresight ROI



Farris 10
Darden



Ebben 12
GM



Meier 13
MillerCoors



Johnson 14
ESPN



Hunter 15
ANA



Hahn 16
SAP



Boehme 16
SC Johnson



Tsvetkov 16
Nielsen



Ambani 16
PepsiCo



Taylor 09
MSI



Papatla 16
UoW

Here
Today

please
raise your
hands

MASB Advisors

Advise Board
on priorities,
technical &
functional
issues, provide
project
resources

Here
Today
please
raise your
hands



Garga 14
[m]PHASIZE
(Chair)



Hanssens 06
UCLA



Gugel 09
gugelplex TV



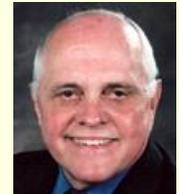
Wind 10
Wharton



Reibstein 10
Wharton



Fischer 11
U of Cologne



Sexton 11
Columbia



Moore 12
LMU



Snyder 14
ARF



Banks 14
At Large



Long 14
MillerCoors



Baum 15
Strata Insights



Runkel 15
Brand Finance



Murphy 15
Millward Brown



Bartone 15
AMA



Rosen 16
4A's



Klein 16
MSW-ARS



Gohmann 16
BSL



De Luca 16
SC Johnson



Bendle 16
Ivey School



Eichin 16
SAP



Newton 16
Branding Docs



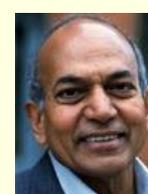
Silverman 16
Concentric



Willard 16
Willard Ent



Calder 16
NW Kellogg



Rao 17
SCJ/Cornell



Karolyi 17
SCJ/Cornell



Seddon 17
Ogilvy Red

Foundation Trustees & Officers

Governance,
oversight, funding
& administration

Here
Today
please
raise your
hands



Blair 04
MAF
(Chair)



Tisor 07
Kearney
(Treasurer)



Liodice 11
ANA



Beard 13
At Large



Jedidi 13
Columbia
(Secretary)



Ivie 13
Media Rating Council



Forbus 15
PepsiCo



Mukherjee 17
SC Johnson



Pace 17
MAF/MASB
(Pres/CEO)

MASB Member Associates

Please
raise your
hands



Cushing
GM



Findley
MSW•ARS



Graham
PepsiCo



Williams
PepsiCo



Anderson
Brand Finance



Goy
BSL



Kim
Nielsen- Catalina



Geller
Ad-iD.ANA

Guest Speakers & Guests

Please
raise your
hands



**Bennett
Tyson**



**Chojnacki
iSpot**



**Carlson
Fizziology**



**Wadler
Leapfrog**



**Moffett
Forrester**



**Borun
Neustar**



**Roberts
South Wales**



**Marino
Cupitor**



**Higgins
Cupitor**



**Broadway
OCRHC**

MASB Staff Here Today

Please
raise your
hands



Crusco 14
Executive
Assistant



Decker-Hoppen 15
Communications
Director



Richardson 16
Membership
Director

Becoming More Global?

- USA - 43
- Canada - 3
- Australia - 1
- UK - 1
- Germany - 1

Marketing & Finance



**Creating Value & Delivering
Consistent Growth
Quarter-to-Quarter
& Year-to-Year**

MASB

The independent, cross industry forum, setting the measurement and accountability standards that visionary leaders in Finance and Marketing rely on to guide investment decisions for enterprise value.

MASB

Charge

- **Help shape MASB**
 - Influence current projects as they are reviewed
 - Influence future MASB project agenda
- **Draw from it**
 - Apply learning to current initiatives
- **Stay on the leading edge**
 - Network w/other marketing accountability practitioners
 - Network w/Finance & Marketing scholars



Thank-you!



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

Organizational Structure

