

Summer 2017 MASB Board Meeting & Summit

10 Year Anniversary

Introductions and Charge

David Stewart, LMU
Founding Chair of MASB

August 2017
Boston



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

MASB: The Finance & Marketing Interface

MASB was founded in 2007 to bring the measurement rigor and process discipline of Finance into the world of Marketing, *bridging the historic gap between the two functions... fostering new levels of collaboration... both focused on growth and value creation.*

MASB is setting the measurement and accountability standards that visionary leaders in Finance and Marketing rely on to guide investment decisions for enterprise value.

Business Performance



The Mission Remains the Same

*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.*

As Does the Resolve of Its Members

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
Founding Director of MASB

Charter Member Organizations

Marketers:



Service Providers:



Business Schools:



Associations:



MASB

Foundation Trustees and Officers



Blair 04
MAF
(Chair & Asst Sec)



Liodice 11
ANA CEO



Beard 13
At Large



Jedidi 13
Columbia
(Secretary)



Ivie 13
Media Rating
Council CEO



Forbus 15
At Large
(Treasurer)



Mukherjee 17
SC Johnson CMO



Pace 17
MASB Pres/CEO

Governance, oversight, funding & administration

Here today
please raise your hands

MASB Directors



Stewart 04
LMU (Chair)



Findley
Exec Director



Abens 08
Foresight ROI



Taylor 09
MSI



Farris 10
Darden



Ebben 12
Global Marketing
Impact



Meier 13
MillerCoors



Johnson 14
ESPN



Hunter 15
ANA



Boehme 16
SC Johnson



Tsvetkov 16
Nielsen



Ambani 16
PepsiCo



Papatla 16
UW-Milwaukee



Cushing 17
GM

Here
today
please
raise
your
hands

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

MASB Advisors

Here today please
raise your hands



Bendle 16
WU Ivey
(Chair)



Hanssens 06
UCLA



Kuse 08
MMAP Center



Gugel 09
Gugelplex TV



Wind 10
Wharton



Fischer 11
U of Cologne



Sexton 11
Columbia



Moore 12
LMU



Garga 14
[m]PHASIZE



Banks 14
Foresight ROI



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



Newton 16
BrandingDocs



Silverman 16
Concentric



Calder 16
NW Kellogg



Willard 16
Willard Ent



Rao 17
Cornell/SCJ



Karolyi 17
Cornell/SCJ



Seddon 17
OglivyRed



Reibstein 17
Wharton



Gruca 17
U of Iowa/Tippie



Williams 17
PepsiCo



Kuist 17
IAB



Bezzo 17
SC Johnson



Gaski 17
ND Mendoza



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

Other Member Representatives Engaged



O'Keefe
MillerCoors



Kaiser
ANA



Duzevik
Concentric



Anderson
Brand Finance



Kuehn
GM



Jagger
MSW•ARS



Goy
BSL



Wood
Nielsen



Menon
Millward Brown



Haigh
Brand Finance



Graham
PepsiCo



Kim
Nielsen-Catalina



Cedrone
ESPN



Geller
Ad-iD/ANA



Donahue
ANA



Scott McDonald
ARF



Crang
MSW•ARS



Chong
Strata Insights



Haigh
Brand Finance



Newell
Brand Finance



Silveira
OgilvyRed

Here today
please raise your hands

Guest Speakers and Guests



Barron
Deloitte Consulting



Keller
Engagement Labs



Larkin
Engagement Labs



Watson
Boston Town Crier



Duffy
McDonald's
Corporation



Edelman
Aetna



Plummer
Sunstar Foundation



Rogers
Forbes Media



Diorio
Forbes CMO
Practice



Horst
At Large



Chandler
At Large



Radin
At Large



Kushner
Converseon

Here today - please raise your hands

MASB Staff



Scheller 09
Manager CMD



Crusco 14
Executive
Assistant



Decker-Hoppen 15
Director of
Communication



Morrill 15
Director of
Finance



McCullough 16
IT Director

Here today
please
raise your
hands

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 with other marketing accountability practitioners
 - Network with Finance & Marketing scholars

10th Anniversary – speaking of charges....



Mobile Device Charger

Thank-you!



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