## Summer 2017 **MASB Board Meeting & Summit**

10 Year Anniversary

#### **Introductions and Charge**

David Stewart, LMU **Founding Chair of MASB** 

> August 2017 **Boston**



MASB 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:











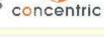














Business Schools.













































#### **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 Gugelplex TV



Gugel 09



Wind 10 Wharton



Fischer 11 **U** of Cologne



Sexton 11 Columbia



Moore 12 LMU



Garga 14 [m]PHASIZE



Long 14 Banks 14 MillerCoors Foresight ROI



Baum 15























Strata Insights Brand Finance Millward Brown



Murphy 15



AMA

Rosen 16 4A's



MSW-ARS **BSL** 





Kuist 17

IAB

Silverman 16 BrandingDocs Concentric

Calder 16 **NW Kellogg** 

Willard 16 Willard Ent



Rao 17 Cornell/SCJ



Cornell/SCJ

Seddon 17 OglivyRed



Reibstein 17 Wharton



Gruca 17 U of Iowa/Tippie



Williams 17 PepsiCo



Bezzo 17 SC Johnson



Gaski 17 ND Mendoza



### 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



#### **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**



## 10<sup>th</sup> Anniversary – speaking of charges....



**Mobile Device Charger** 



# Thank-you!



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