

Winter 2018 MASB Board Meeting & Summit

Introductions and Charge

Dave Stewart, Loyola Marymount University
MAF Trustee/MASB Chair

February 2018
New Orleans



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

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.*

Charter Member Organizations

Marketers:



Service Providers:



Business Schools:



Associations:



New Members

**Global Marketing
Impact**



Foundation Trustees and Officers



Stewart 04
LMU (Chair)



Blair 04
MAF
(Chair & Asst Sec)



Liodice 11
ANA CEO



Forbus 15
The Walt Disney Studios
(Treasurer)



Jedidi 13
Columbia
(Secretary)



Beard 13
Cardlytics



Mukherjee 17
SC Johnson CMO



Pace 17
MASB Pres/CEO



Ivie 13
Media Rating
Council CEO

Governance, oversight, funding & administration

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

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

MASB Advisors



Bendle 16
WU Ivey
(Chair)



Hanssens 06
UCLA
(Emeritus)



Kuse 08
MMAP Center



Gugel 09
Gugelplex TV



Wind 10
Wharton



Gregory 11
Tenet Partners
(Emeritus)



Fischer 11
U of Cologne



Sexton 11
Columbia



Moore 12
LMU



Garga 14
[m]PHASIZE



Banks 14
At Large



Baum 15
Strata Insights



Murphy 15
Millward Brown



Rosen 16
4A's



Klein 16
MSW-ARS



Gohmann 16
BSL



De Luca 16
SC Johnson



Newton 16
BrandingDocs



Calder 16
NW Kellogg



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



Christensen 18
MillerCoors



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

Other Member Representatives Engaged



Anderson
Brand Finance



Kuehn
GM



Jagger
MSW•ARS



Goy
BSL



Wood
Nielsen-Catalina



Menon
Millward Brown



Haigh
Brand Finance



Graham
PepsiCo



Kim
Nielsen-Catalina



Geller
Ad-iD/ANA



Donahue
ANA



Scott McDonald
ARF



Crang
MSW•ARS



Chong
Strata Insights



Haigh
Brand Finance



Newell
Brand Finance



Silveira
OgilvyRed



Katz
Columbia



Duggan
ANA



Gross
ANA

Speakers, Panelists, and Guests



Cantu
Huddled Masses



McConnell
Lucid



Williams
Lucid



Ticknor
The Historic New
Orleans Collection



Kricorian
The Walt Disney
Studio



Wilson
The Walt Disney
Studio



Sandvik
University of
Southeast Norway

MASB Staff



Crusco 14
Executive
Assistant



Decker-Hoppen 15
Director of
Communication



Morrill 15
Director of
Finance



McCullough 16
IT Director

Charge

- **Shape, and advance, the marketing accountability agenda**
- **Demonstrate the linkage between marketing activity and financial outcomes**
- **Focus on difference-maker projects**
- **Network with other marketing accountability disciples and practitioners**

Esteemed Collaborator



Stephen Diorio
Forbes CMO Practice

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Taking the Risk Out Of The High Stakes Sponsorship Game



Thought Leaders

Thought Leadership in Action [FULL BIO](#) ▾

Opinions expressed by Forbes Contributors are their own.



Stephen Diorio, Contributor

In the wake of compelling Super Bowl and GRAMMY Award performances - and with the Olympics and Oscars on the way - most of the conversation in the marketing community has been what's wrong with sponsorships - the poor quality of the ads, waning TV audiences, and focus on political statements. Nobody is talking about what's right about sponsorships. There is a large untapped opportunity for marketers to unlock the full potential of these unique properties with better program designs. And progressive marketers that leverage technology, content, and digital channels in their sponsorship program designs are creating significantly more business value from them.

Thank-you!



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