

Marketing Accountability Standards

Member Spotlight

**Henrik Christensen,
Molson Coors**

**Brian Leonard
MillerCoors**

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Boston**



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

About Henrik Christensen & Brian Leonard



- Vice President of Global Insights, Foresight & Analytics
Molson Coors
- Responsible for enterprise wide capabilities on
advanced analytics and shopper & consumer insights
- Member of Molson Coors enterprise growth team



- Senior Manager, Marketing Finance
MillerCoors
- Oversees marketing teams' budgeting, reporting, and
forecasting
- Utilizes MMM to support resource allocation decisions

Discussion

- **What attracted you to Marketing Accountability?**
- **What is your favorite career highlight?**
- **What specific value has accountable marketing returned to your organization?**
- **What lessons from your marketing accountability journey would you highlight with those who are embarking on it?**
- **What other marketing accountability projects would you like MASB to tackle?**

Thank-you!



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