

Marketing Accountability Standards

Featured Interview: The Accountable CMO

Denise Karkos, CMO
TD Ameritrade

August 2018
Boston



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

About Denise Karkos



- Chief Marketing Officer, TD Ameritrade
- Leads segment strategy, brand and advertising, social media and content marketing, marketing analytics, marketing technology/operations & corporate communications
- Board member ANA & the Advertising Council
- Honors include:
 - Adweek's Brand Genius Award
 - Advertising Women of New York honoree
 - Benzinger's Unsung Marketing Hero Award

Topics for Discussion



- **Your Accountability Journey**
- **Sponsorship Accountability**
- **Implications of ISO 20671**
- **Scottrade Acquisition**

Now for the big question...



Based on your research, by how many points will Notre Dame beat Michigan on September 1?

Thank-you!



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