

MASB Board Meeting & 2019 Winter Summit

Introductions and Charge

**Dave Stewart, Loyola Marymount University
MAF Trustee/MASB Chair**

**February 2019
San Diego**

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.*

New Member Organizations

C3 Metrics



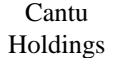
Cindy Cook

Member Organizations

Marketers:



Service Providers:



Business Schools:



Associations:



Foundation Trustees and Officers



Liodice 11
ANA CEO



Ivie 13
**Media Rating
Council CEO**



Forbus 15
**The Walt Disney
Studios SVP**



Mukherjee 17
SC Johnson CMO



Pace 17
**MASB
President/CEO**



Stewart 17
**LMU
(Chair)**



Sexton 18
**Columbia
(Secretary)**



Meier 13
**MillerCoors (ret)
(Treasurer)**

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



Johnson 14
ESPN



Hunter 15
ANA



Boehme 16
SC Johnson



Ambani 16
At Large



Papatla 16
UW-Milwaukee



Plummer 06
Sunstar Foundation
(Emeritus)

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

MASB Advisors



Bandle 16
WU Ivey
(Chair)



Hanssens 06
UCLA
(Emeritus)



Kuse 08
MMAP Center



Gugel 09
Gugelplex TV



Wind 10
Wharton



Fischer 11
U of Cologne



Moore 12
LMU



Garga 14
[m]PHASIZE



Banks 14
At Large



Baum 15
Avasta



Murphy 15
Kantar



Rosen 16
4A's



Klein 16
MSW-ARS



Gohmann 16
BSL



Newton 16
BrandingDocs



Calder 16
NW Kellogg



Haigh 17
Brand Finance



Rao 17
Cornell/SCJ



Karolyi 17
Cornell/SCJ



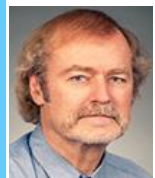
Seddon 17
Oglivy



Reibstein 17
Wharton



Gruca 17
U of Iowa/Tippie



Gaski 17
ND Mendoza



Christensen 18
At Large



Pitts 18
Col of
Charleston



McDonald 18
ARF



Sandvik 18
UoSOUTH-Eastern
Norway



Leeds 18
Sponsorium



van de Watering 18
Accountable
Marketing



Cantu 18
Cantu
Holdings



Pearson 18
Consilient-
Group



Greenfield 18
C3 Metrics



Cook 19
Cook

Other Member Representatives Engaged



Anderson
Brand Finance



Jagger
MSW•ARS



Goy
BSL



Menon
Kantar



Haigh
Brand Finance



Geller
Ad-iD/ANA



Donahue
ANA



Crang
MSW•ARS



Newell
Brand Finance



Silveira
Ogilvy



Katz
Columbia



Duggan
ANA



Gross
ANA



Alvarez
SCJ



Leonard
MillerCoors



Pednault
Sponsorium



Fisher
Sponsorium



Guthrie
SCJ



Smits
Kantar



Reske
SC Johnson



Purk
Wharton



Liz Mulvey
C3 Metrics



Matejik
C3 Metrics

MASB Fellows



Diorio
Forbes CMO Practice
MASB Fellow 2018

Guests



York
Quad Graphics



Rogers
SITO Mobile



Breum
Hookit



Pettitt
Rady School of
Management



Davis
SITO Mobile



Lawrence
IPG360

Guest Speakers & Panelists



Greene
The Recording Academy



Zane
Triggers Growth Strategy



Shannon
Yext, Foursquare, EDO,
Hyundai Motor America (fmr)



Greenstein
Wilson Sonsini Goodrich
& Rosati



Harris
Reset Digital



McLean
Content & Company



Williams
Young Hollywood

MASB Staff



Decker-Hoppen 15
Director of
Communication



Morrill 15
Director of
Finance



McCullough 16
IT Director



Crusco 14
Executive
Assistant

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

WE ARE MAKING REAL PROGRESS THROUGH YOUR PARTICIPATION!

Ways in which you can be involved

- **Join a project team**
- **Co-lead a project team**
 - Brand Investment and Valuation
 - Improving Financial Reporting
- **Serve on Emerging Issues Task Force**
- **Participate in Blair Award for Marketing Accountability**
 - Nominate deserving colleagues
 - Join the review committee

Active MASB Projects

- **Brand Investment & Valuation (BIV)**
valuing brands and guiding investment decisions
- **Improving Financial Reporting (IFR)**
reporting of brands as intangible assets
- **Continuous Improvement in Return (CIR)**
assessing progress and benchmarking with others over time
- **Marketing Metric Audit Protocol (MMA)**
determining how specific marketing metrics tie to financial performance
- **Sponsorship Accountability Metrics (SAM)**
creating roadmap for the financial assessment of brand sponsorship & activation
- **Digital Accountability Research (DAR)**
identifying and removing the obstacles to effective, brand safe digital marketing

Active MASB Projects

- **Finance in Marketing Course (FMC)**
complete college course linking marketing and finance
- **Common-Language Marketing Dictionary (CMD)**
definitive industry dictionary

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Thank-you!



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of the Marketing Accountability Foundation