MASB Board Meeting & 2019 Summer Summit

Joe Plummer MASB Trailblazer Award

Joe Plummer, MASB Trustee/Director Emeritus

Tony Pace, MASB President/CEO

Marketing Accountability Standards Board
of the Marketing Accountability Foundation

August 2019
Chicago

Joe Plummer – Marketing Accountability Trailblazer

MASB Trailblazer recognition is awarded periodically to individuals who *embody the spirit of marketing accountability and have been instrumental in carrying out the MASB mission*.

Columbia University Marketing Professor Joseph Plummer was a:

- **Member of The Boardroom Project (2006)**
- **Founding Director of MASB (2007)**
- **Founding Trustee of the Marketing Accountability Foundation (2012)**

"*If it was easy, someone would have already tackled this crucial issue. The payoff, however, will be worth the time, effort, and money.*"

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Jim Meier spent 26 years in a variety of financial support roles with Philip Morris, Miller Brewing Company, and MillerCoors, where he retired as Vice President – Commercial Finance.

He served as **MASB Director** 2013-2018 and was appointed **Trustee** and **Treasurer** of the Marketing Accountability Foundation in 2019.

Jim was a pioneering advocate of bringing Finance and Marketing together to promote growth. A key contributing leader of the IFR, CIR and BIV Project teams, Jim co-authored the MASB white paper: *Applying the Brand Investment & Valuation Model.*

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NOMINATION QUOTE:

“Jim has been a critical player in the evolution of MASB and accountability in marketing at Miller Coors.

“Jim has developed and shared several process-oriented tools and clearly created an environment inside the company where accountability in marketing matters more than any company I am familiar with today.”

Jim presenting the CIR Assessment at MASB Winter Summit 2018

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Congratulations and thanks for everything, Jim!

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