

# MASB Board Meeting & 2020 Winter Summit

## Introductions and Charge

**Tony Pace**  
**MASB President/CEO**

**February 2020**  
**New York**



**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.*

# Foundation Trustees and Officers



**Liodice 11**  
ANA CEO



**Ivie 13**  
Media Rating  
Council CEO



**Forbus 15**  
The Walt Disney  
Studios SVP



**Mukherjee 17**  
Pernod Ricard  
CEO



**Pace 17**  
MASB  
President/CEO



**Stewart 17**  
LMU  
(Chair)



**Sexton 18**  
Columbia (Emer)  
(Secretary)



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

**Governance, oversight, funding & administration**

# MASB Directors



**Stewart 04**  
LMU (Chair)



**Findley**  
Exec Director



**Taylor 09**  
MSI



**Farris 10**  
Darden



**Ebben 12**  
Global Marketing  
Impact



**Johnson 14**  
ESPN



**Papatla 16**  
UW-Milwaukee



**Gordon 19**  
ANA



**Plummer 06**  
Sunstar Foundation  
(Emeritus)



**Reibstein 10**  
Wharton  
(Emeritus)

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

# MASB Advisors



Bendle 16  
WU Ivey  
(Chair)



Kuse 08  
MMAP Center



Gugel 09  
Gugelplex TV



Wind 10  
Wharton



Fischer 11  
U Cologne



Moore 12  
LMU



Garga 14  
[m]PHASIZE



Banks 14  
At Large



Rosen 16  
4A's



Klein 16  
MSW



Calder 16  
NW Kellogg



Haigh 17  
Brand Finance



Rao 17  
Cornell/SCJ



Karolyi 17  
Cornell/SCJ



Seddon 17  
Oglivy



Gruca 17  
U of Iowa



Gaski 17  
U Notre Dame



Bezzo 17  
SC Johnson



Christensen 18  
At Large



Pitts 18  
Col of  
Charleston



McDonald 18  
ARF



Sandvik 18  
U SE Norway



vd Watering 18  
Accountable  
Marketing



Cantu 18  
Cantu  
Holdings



Greenfield 18  
C3 Metrics



Hamilton 19  
DoubleCheck



Menon 19  
Kantar



Fisher 20  
Sponsorium



Gregory  
Tenet Partners  
(Emeritus)

# Other Member Representatives



**Donato  
ARF**



**Jagger  
MSW**



**Haigh  
Brand Finance**



**Geller  
Ad-iD/ANA**



**Donahue  
ANA**



**Crang  
MSW**



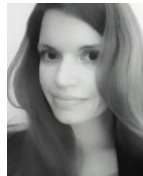
**Newell  
Brand Finance**



**Katz  
Columbia**



**Duggan  
ANA**



**Gross  
ANA**



**Reske  
SC Johnson**



**Pednault  
Sponsorium**



**Coen  
Kantar**



**Wokosin  
U of Iowa-Tippie**



**Lindenberg  
Ogilvy**

# MASB Fellow



**Diorio**  
**Forbes CMO Practice**  
**MASB Fellow 2018**

# Guest Speakers



**Thompson  
Forbes**



**McDonough  
LL Bean**



**Tal Chalozin  
Innovid**



**Donnelly  
Fox Sports**



**Wilson  
NBCU**



**Bamundo  
Laurel Road**



**Montgomery  
Group M**



**Harvey  
RMT**

# Guests



**Ezickson**  
Interbrand



**Knowles**  
Type 2 Consulting



**Kaiser**  
Numerator



**Muldowney**  
digm

# MASB Staff



**Decker-Hoppen 15**  
Director of  
Communication



**Morrill 15**  
Director of  
Finance

# Capturing the Financial Impact of Marketing Activity

- **Brand Value in financial terms**
- **Customer Franchise measurement and valuation**
- **Digital Marketing Accountability**
  - Audience Engagement and Measurement
  - Precision in Audience Targeting
- **Sponsorship measurement, valuation and maximization**

**FOR MARKETING TO BE TRULY VALUED, MARKETERS MUST EMBRACE FINANCIAL VALUATION!**

# Thank-you!



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