

Session Two of the MASB Board Meeting & 2021 Winter Summit

Spotlight Interview: Marketing in the Age of AI William Thompson Forbes Ignite



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

April 8, 2021

Spotlight Interview



William Thompson

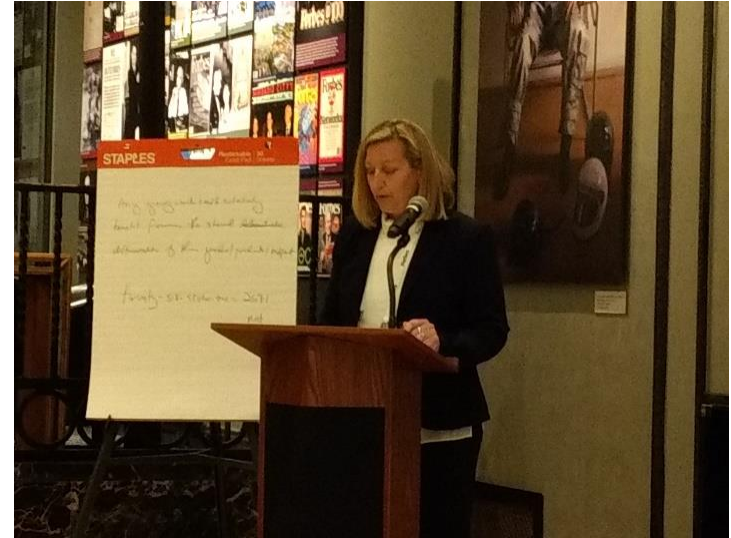
- **Chief Strategy Officer, Forbes Ignite**
- **Formerly**
 - **Senior Vice President Insights & strategy, Forbes**
 - **Thought Leadership, The Economist**
 - **CEO, HedgeComm**
 - **Publisher & CEO, Ivy Magazine**
- **MBA University of Miami Herbert Business School**
- **Noted expert on Artificial Intelligence applied to marketing**
- **MASB collaborator since 2017**

Forbes-MASB Collaboration

THE FORBES MARKETING ACCOUNTABILITY INITIATIVE

Powered by **MASB**

ISO TC289 Plenary Meeting at *Forbes on Fifth*



ANSI Director Sara Desautels
Delivers Opening Remarks

Received Highest Ratings for MASB Presentation

August 2019: AI & The Magic Money Making Machine Version 2.0

February 2020:



Forbes *IGNITE*

Thank You!



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