

# MASB Board Meeting & 2022 Spring Summit

## Joseph Plummer MASB Trailblazer Award Presentation

Joe Plummer  
MASB Trustee/Director Emeritus

April 7, 2022

Marketing Accountability Standards Board  
of the Marketing Accountability Foundation



# 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.”*

# 2022 Joe Plummer MASB Trailblazer: Karen Ebben



- MASB Director since 2012
- co-leader of **Marketing Metric Catalog (MMC) Project**, which created the *Marketing Metric Audit Protocol* and *MMAP Catalog*
- co-leader of **Sponsorship Accountability Metrics (SAM) Project** which created *Sponsorship Best Practices Benchmarking*
- President, **Global Marketing Impact, LLC**. Former Director of Global Advertising & Marketing Effectiveness at General Motors
- Received Cannes, AME, DMA and Effie recognition
- Sponsorship experiences span negotiation, strategy, activation & measurement of Olympics, Golf, Fashion Week, Motorsports, GM Test Track at Disney's Epcot Center, and other entertainment and cause-related venues

# 2022 Joe Plummer MASB Trailblazer: Karen Ebben



*Sponsorship Accountability panel at MASB Winter Summit 2018*



*presenting Brand Finance MMAP certification at MASB Winter Summit 2019*

*Congratulations  
and thanks for  
everything, Karen!*



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