

MASB 2022 Fall Summit

Joseph Plummer MASB Trailblazer Award Presentation

Presented by Neil Bendle, University of Georgia

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

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Sponsorship Accountability panel at MASB Winter Summit 2018

presenting Brand Finance MMAP certification at MASB Winter Summit 2019

*Congratulations
and thanks for
everything, Karen!*