

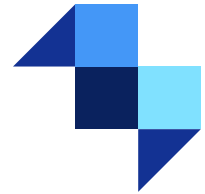
MASB SPRING SUMMIT 2025

Welcome & Agenda Overview

David W. Stewart

**Emeritus President's Professor of Marketing and
Business Law at Loyola Marymount & MASB Chair**

March 20-21 ○ SMU Cox School of Business



**Marketing
Accountability**
Standards
Board

Welcome All!

- Foundation Trustees
- MASB Directors
- MASB Advisors
- MASB Member Representatives
- MASB Staff
- Guests



MASB is a unique organization

- MASB was founded in 2007 to bring the measurement rigor and process discipline of Finance into the world of Marketing
- Focused on establishing best practices for all marketing investments to drive greater business performance
- Brings together diverse group of elect finance, marketing, and analytics professionals from marketers, business schools, measurement providers, agencies, and industry associations

Outcome for members is that they become fully aware of and versed on all issues pertinent to marketing accountability – both the current state and progress towards what is coming



New Members Announcements



Special Thank You to Our 2025 Spring Summit Host



Thursday Morning Agenda

- Opening Remarks (**Matt Myers, Dean; Bill Dillon, Senior Associate Dean; Ed Fox, Marketing Department Chair, Cox School of Business, SMU**)
- MASB CEO Report (**Joanna Seddon, Presciant Managing Partner, MASB CEO**)

20 Minute Break

- Revisiting Marketing Mix Modeling in the Time of Privacy Concerns (**Venky Shankar, SMU Cox School of Business Endowed Professor & Academic Director**)
- Panel: Building & Nurturing Brands in a Fragmented Society (**Moderator: Edgar Baum, Avasta CEO Panel: Dennis Hahn, Liquid Agency Chief Strategy Officer; Chris Young, InnovateMR SVP Sales; Roben Allong, Lightbeam Communications CEO**)



Thursday Afternoon Agenda

12 Noon - 1 PM Lunch Break

- Deriving Value from Sports Marketing Rapid Change (Travis Dillon, Texas Rangers Senior Vice President Marketing)
- Panel: Navigating Challenges in Sports Marketing (Moderator: Lee Hornick, MASB Membership Director Panel: Travis Dillon, Texas Rangers SVP Marketing, Charley Green, Co-Founder Breakaway Sports Marketing; Jennifer Haworth, Globe Life, Executive Vice President and Chief Marketing Officer)

20 Minute Break

- Disrupting Market Execution through Granular Insights (Ricardo Cuellar, PepsiCo Global Director Analytics)



Thursday Afternoon Agenda (continued)

- **MMAP Awards:** (Presenter: Karen Ebbens, Global Marketing Impact and Tim Gohmann, Strategic Partnerships Inc. Recipients: Reddify: Elizabeth Lim CEO (by video); Proof Analytics: Mark Stouse, CEO; Kantar: Marc Glovsky)
- **Blair Award for Marketing Accountability** (Presenter: David Stewart)

Cocktail Reception/Dinner 5:45 PM



Friday Agenda

- CMO Fiduciary Responsibility in the Transparent Age of AI ([Mark Stouse, Proof Analytics CEO](#))
- Marketing Analytics in the Age of AI ([Jean-Pierre Dube, University of Chicago Kilts Distinguished Professor, IPA](#))

30 Minute Break

- The Theory of Disruptive Innovation: Applications to Marketing ([Howard Weinberg, Presciant](#))
- Turning Negative Disruption Positive Through Sustainable Marketing ([Neil Bendle, University of Georgia Professor](#))



Thank You!

