

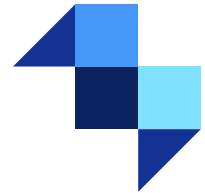
MASB SPRING SUMMIT 2025

Margaret H. Blair Award for Marketing Accountability

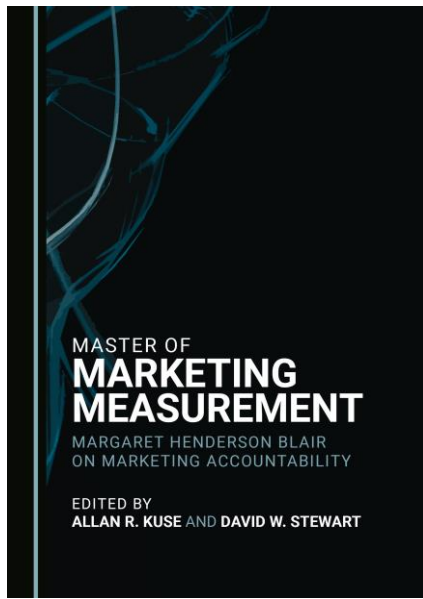
Presenter:

David W. Stewart, MASB Chair

March 20-21 ○ SMU Cox School of Business



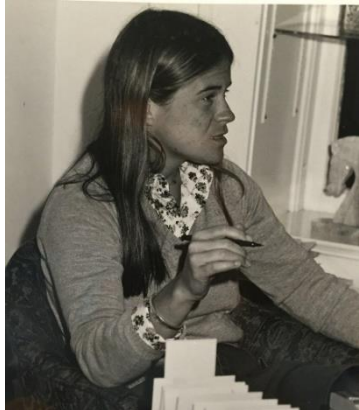
**Marketing
Accountability**
Standards
Board



Margaret (Meg) Henderson Blair was a pioneer of both marketing measurement and marketing accountability. Her rich contributions to marketing and marketing measurement have been captured in the Book: *Master of Marketing Measurement*. This award, which is named in Meg's honor, is presented to a marketing executive or academic that has implemented the principles of marketing accountability to:

- (1) drive business growth through continuous improvement in Marketing ROI, and
- (2) prove the contribution of Marketing to enterprise value.

This is the most prestigious recognition awarded by MASB.



Regarding this year's winner: (*from nomination*)

“His pioneering work on creating brand and marketing measurement techniques at companies, including SAP and Bottomline, has advanced marketing measurement to new levels.

“Not only has he developed leading approaches to ROI measurement, but he has also succeeded in getting them implemented. This has transformed marketing data collection and analytics in the companies he has worked for.

“The work he recently presented at Forrester and the MASB 2024 Summer Summit left senior audiences speechless. It truly represents best practices.”



The 2025 Blair Award goes to: Jerry Nichols!



VP Marketing Data, Analytics, and Insights at [Bottomline](#), leads development, syndication, and scaling of business intelligence, advanced analytics, and data strategies to generate demand, simplify selling/buying process, and increase brand awareness.

Prior to joining Bottomline in 2020, he built and led the advanced analytics and measurement practices for SAP Global Marketing and Communications, JWT New York, SAP North America, and Cisco Systems, Inc.

Jerry is both a marketing analytics and digital transformation enthusiast, writing blogs and speaking at the Forrester B2B summit and other professional venues. He is a member of the American Marketing Association New York.



Honors & Awards

- 2022 Sammys - Sales and Marketing Technology Award • Business Intelligence Group
- 2017 Echo Award for Best Diversity and Inclusion Campaign
- 2017 PR News Award for Best Diversity and Inclusion Campaign
- 2017 Best Use of Social Measurement: Paid, Owned, and Earned Media • AMEC
(International Association for the Measurement and Evaluation of Communications)
- 2016 Marketing Effectiveness Award - Germany B2B News Category for Run Simple
campaign Germany Effie Awards
- 2016 Most Effective Global B2B Communications Campaign: Run Simple Most Effective
Global B2B Communications Campaign: AMEC
- 2015 Sirius Decisions Program of the Year Award; Reputation Measurement
- 2015 People's Choice Award for Streamliners • SAP Business Management Operations
- 2012 Corporate Citizenship Award • Services for the Underserved
- 2009 SAP Top Talent 2009 • SAP Global Marketing Operations
- 2008 SAP Top Talent • SAP Global Marketing Operations
- 2008 SAP Global Marketing Best Practice Award

Master's Degree in Mathematical Sciences/Statistics from [Virginia Commonwealth University](#)



Marketing Accountability Standards Board

MASB Summer Summit 2024

Driving Growth Through Marketing Accountability



From Backroom to Boardroom: Driving Corporate Strategy Through Sales & Marketing Data Insights

Jerry Nichols, VP Marketing Data,
Analytics and Insights, Bottomline

Watch it on the MASB Channel:

youtube.com/c/masbmarketingaccountabilitystandardsboard



Thank You!

