

# MASB SUMMER SUMMIT 2025

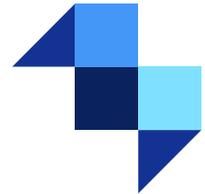
## Welcome & Agenda Overview

**David W. Stewart**

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

**August 13–14**

DePaul University – Kellstadt Graduate 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 Member Announcement



# Special Thank You to Our 2025 Summer Summit Host



# Wednesday Morning Agenda

- Opening Remarks (**Suzanne Fogel; Chair of the Department of Marketing and Associate Professor; DePaul University**)
- MASB CEO Report (**Joanna Seddon, Managing Partner, Presciant and MASB CEO**)

## 20 Minute Break

- Building Your Brand During Challenging Times (**Jay Milliken, Senior Partner, Prophet**)
- Panel: Building Your Brand During Challenging Times (Moderator: **Lee Hornick, MASB Director of Membership** Panelists: **Jay Milliken, Senior Partner, Prophet; Adrienne Fasano, Chief of Staff, Martellus; Seunghee Ha, Senior Vice President Brand, Creative, and Consumer Insights, Windstream Communications**)

# Wednesday Afternoon Agenda

## 11:45 – 1:00 PM Lunch Break

- Growing your Brand: New or Existing Customers? (Bernd Skiera, Goethe University of Frankfurt Chaired Professor of Electronic Commerce)
- Panel: Navigating Today's Challenges in the Era of AI and Geopolitical Disruption (Moderator: Joanna Seddon Panel: Helena Rother, Research Strategist, International Trademark Association (INTA); Erich Yoch, Senior Marketing Manager, Sunstar Americas Foundation; Marc Fisher, Vice President, Business Development and Marketing, Sponsorium)

## 20 Minute Break

- Joseph Plummer MASB Trailblazer Award (Presenter: Joe Plummer, President, Sunstar Americas Foundation and MASB Founding Director Recipient: To Be Announced)



# Wednesday Afternoon Agenda (continued)

- CFO/CMO Making the Connection on Strategic Risk Assessment: (Mark Frigo, Professor Emeritus of Accountancy and Director Emeritus of the Center for Strategy, Execution and Valuation in the Strategic Risk Management Lab, DePaul University; Bobby Calder, Professor Emeritus of Marketing and Director of the Center for Cultural Marketing, Northwestern University)
- Marketing Metric Certification Award (Presenter: Karen Ebbens Recipient: Brand Finance - Alfred DuPuy, Valuation Director; Laurence Newell Managing Director, North America)

**Cocktail Reception/Dinner 5:15 – 7:00 PM**



# Thursday Morning Agenda

- How Can “Old” Brands Survive in the Current Environment (**Jim Meier, Retired Finance Executive, Molson Coors**)
- Universal Marketing Dictionary (**Frank Findley, Executive Director, MASB**)

## 30 Minute Break

- Thriving in Turbulence: Insights-Driven Paths to Marketing Success (**J. Walker Smith, Knowledge Lead, Kantar**)
- Conclusion



***Thank You!***

