

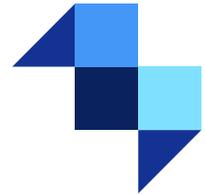
MASB SUMMER SUMMIT 2025

Joseph Plummer MASB Trailblazer Award Presentation

Joe Plummer
MASB Director Emeritus

August 13–14

DePaul University – Kellstadt Graduate School of Business



**Marketing
Accountability
Standards
Board**

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.”

Joe is still actively participating in MASB as a Director Emeritus!

2025 MASB Trailblazer: Bobby Calder



- Professor Emeritus of Marketing, Kellogg School of Management, Northwestern University
- named the Charles H. Kellstadt Professor of Marketing in 1993 (previously was the A. Montgomery Ward Professor of Marketing)
- taught marketing, organizational behavior, behavioral science and consumer psychology, and social psychology at the University of Illinois and at the University of Pennsylvania Wharton School
- Director of Organizational Research for National Analysis, a division of Booz, Allen & Hamilton.
- Professor of Journalism and Media in the Medill School and a professor of Psychology at Northwestern.



Research

Prof. Calder's research focuses on brand strategy and the financial evaluation of brands, research methods, consumer psychology, and media consumption.

He has authored numerous articles in journals such as the Journal of Marketing Research, Journal of Marketing, Journal of Consumer Psychology, Journal of Consumer Behavior, and Journal of Personality and Social Psychology.

He has contributed to numerous books, including editing *Kellogg on Advertising and Media* 2nd Edition (2010).

His monograph *Brands: An Integrated Marketing, and Societal Perspective* (Foundations and Trends® in Marketing) appeared in 2020.



ISO Technical Committee 289 Brand Evaluation



Under the leadership of Bobby Calder, TC289 Chair, new global standard **ISO 20671 Brand Evaluation** was unanimously approved and announced at the 2018 TC289 Plenary meeting in Milan, Italy.





- Bobby continues to contribute to TC289 as co-lead of the MASB Brand Evaluation Standards Project.
- He has led the creation ISO20671 and its expansion into a family of new brand evaluation standards, including *Geographical Indication, Implementation and Reporting*, and *Tourism City*.
- His Brand Evaluation Process framework – connecting brand strength, brand performance, brand value and investor value – lies at the heart of the new standards.
- Recognition of his contributions by ISO and ANSI has led to Bobby's recent nomination to the ISO Advisory Council.

ISO 20671.1

- Provided a conceptual framework for brand evaluation

BRAND EVALUATION

Brand Development Brand Strength & Brand Performance BRAND VALUATION
Monetary Value

Inputs Outputs

BRAND VALUATION
INCOME APPROACH
SCOT APPROACH
MARKET APPROACH

10:28 / 29:34

*Congratulations
and thanks for
everything, Bobby!*

