

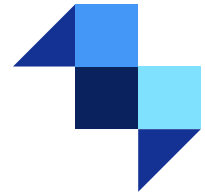
MASB WINTER SUMMIT 2026

Welcome & Agenda Overview

David W. Stewart

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

February 18 – 19 *on Zoom*



**Marketing
Accountability**
Standards
Board

Welcome All!

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



Special Welcome to our new Directors



George Ivie
Media Rating
Council



Greg Stuart
Marketing+Media
Alliance



Ed Buckley
Lighthouse
Advisors



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 Announcements



DEPAUL
UNIVERSITY



Eric Yoch



Wednesday Program

- MASB CEO Report ([Joanna Seddon, Managing Partner, Presciant and MASB CEO](#))
- INTERVIEW: AI, CONSUMERS & TRUST: HOW BRANDS CAN LEAD THE NEXT WAVE OF HUMAN CENTERED INTELLIGENCE (Interviewer: [Seddon](#) Guests: [Jeff L Herrmann, EVP, Technology, Telecom & Retail at Kantar](#); [Shepherd Laughlin, Director of Futures Consulting at Kantar](#))
- FROM EMOTION TO ACTION: 2026 METRICS THAT PREDICT BEHAVIOR ([Robert Passikoff, Founder and President, Brand Keys](#))
- THE NEXT PERFORMANCE CHANNEL: NAMING RIGHTS + JERSEY PATCHES AS FULL-FUNNEL MEDIA, NOT JUST SPONSORSHIP ([Ray Katz, President of Media and Business Intelligence/Co-Founder, CSMG](#))
- PANEL: HOW MARKETING TEAMS ARE DRIVING VALUE THROUGH AI AND ADVANCED MARKETING. (Moderator: [Greg Stuart, CEO Marketing+Media Alliance and Co-host of Decoding AI for Marketing](#) Panel: [Jay Altschuler, SVP Global Media, Mastercard & Dave Kersey, VP Global Head of Media, SharkNinja](#); [Rebecca Panico, VP Global Media, Engagement & Partnership, Hilton](#))
- IDENTIFICATION AND ASSIGNMENT OF SENTIMENT TO PURCHASE DRIVERS WITH AI ([Tim Gohmann, MASB Metric Certification Project Team](#))



Thursday Program

- **SUSTAINABLE MARKETING ACCOUNTABILITY: FROM RISK TO RETURN** (Neil Bendle, Professor Marketing University of Georgia Terry College of Business)
- **TRANSFORMING MARKET RESEARCH WITH AI TOOLS** (Jeremy Korst, Founder & CEO and Stefano Puntoni, Professor of Marketing & Co-director of Human-AI Research University of Pennsylvania – The Wharton School)
- **SCALING BRAND SAFETY WITH STANDARDS: WHY RESPONSIBLE AI MATTERS FOR MARKETERS** (Reena Jana, Head of AI Research & Standards for Trust and Safety, Google)
- **"HOW MANY BAD DECISIONS WILL GO UNNOTICED BECAUSE AI MADE THEM LOOK POLISHED?" | 8 WAYS AI IS RESHAPING THE WORKFORCE AND OUR WAYS OF WORKING** (Adam Katz, People Strategy Expert)
- **FROM MARKETING DICTIONARY TO DIGITAL TWIN** (Peter Fasano, Founder & Chief Executive Officer, MassLogic)
- **CONCLUSION** (Frank Findley, MASB)



Thank You!

