

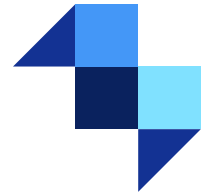
MASB SUMMER SUMMIT 2026

Welcome & Agenda Overview

David W. Stewart

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

August 5–6
Rutgers Business School



**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



MASB Participants Over the Years: Marketers



MASB Participants Over the Years: Business Schools



MASB Participants Over the Years: Associations



MASB Participants Over the Years: Measurement Agencies



SAATCHI & SAATCHI



Interbrand



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DE-YAN

New Member Announcements

valuable



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Maximizing Marketing Investments

Special Thank You to Our 2026 Summer Summit Host



Wednesday Morning Agenda

- Opening Remarks Rutgers Business School ([Francisco Quevedo, Seung-Chan Choi, Rutgers Business School](#))
- MASB CEO Report ([Joanna Seddon, Managing Partner, Presciant and MASB CEO](#))

20 Minute Break

- The New York Giants Digital Playbook for Winning Fan Experiences ([David Dominick, Vice President Digital Strategy, New York Giants](#))
- Panel: Creating Positive Brand Experiences Through Sports Marketing (Moderator: [Lee Hornick, MASB Director of Membership](#) Panelists: [David Dominick](#); [Joe Kania, Founder Kania Media](#); [PJ Mullen, Executive Director of Marketing and Fan Experience/Brand Strategy Rutgers](#), [Ray Katz, President CSMG, Media and Business Intelligence/Co-Founder](#))



Wednesday Afternoon Agenda

12:15 – 1:15 PM Lunch Break

- Tactical Communication for Rapid Rapport to Enhance Brand Experiences (David Reich, Chief Magic Officer, IBM)
- Linking Strategy, Marketing, and Operations Together (Lisa Routel, Strategy Executive)

20 Minute Break

- Introduction to MASB and the Universal Marketing Dictionary (Presenter: Erich Decker-Hoppen, MASB Director of Communication, John Gaski, University of Notre Dame)



Wednesday Afternoon Agenda (continued)

- Marketing Metric Certification Awards (Presenter: Findley, Recipients: Volute Group Sight IQ Process, Shiv Gupta; DE-YAN Experiential Revenue Impact Calculator)
- Joseph Plummer MASB Trailblazer Award: (Presenter: David Stewart Recipient: To Be Announced!)

Cocktail Reception/Dinner 6:00 PM – 7:30 PM

The Frog & The Peach

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Thursday Morning Agenda

- Lead. Live. Master. The Leadership Formula for Building Brands That Matter ([Peter Weedfald, President Gen One Ventures](#))
- Case Study: Brand Experience Lessons From Universal Marketing Dictionary AI Trials ([Peter Fasano, Founder/CEO MassLogic Labs](#))

25 Minute Break

- Adaptive Systems Theory of Consumer Preference Formation ([Steven Jagger, Partner, MSW Research](#))
- Conclusion



Thank You!

