

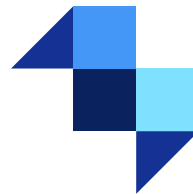
MASB SUMMER SUMMIT 2026

Joseph Plummer MASB Trailblazer Award Presentation

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

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!

2026 MASB Trailblazer: Earl Taylor



- Chief Knowledge Officer of Marketing Science Institute at the ARF with over two decades of service
- Advisory Board Member of the American Marketing Association's Journal of Marketing
- Stellar career in leading the Branding and Communications Practice at Research International (WPP/Kantar), again for two decades
- PhD, Sociology Harvard University and BA Psychology and Sociology Rice University



Why Earl Taylor is a Trailblazer

- Guided the Marketing Science Institute's research agenda for more than 20 years
- Bridged the gap between academic research and marketing practice
- Advanced marketing accountability and evidence-based decision making
- Helped shape research in branding, analytics, customer value, and marketing measurement
- Authored several cornerstone articles/books including:
 - *The Masterbrand Mandate* - WPP Atticus Grand Prix Award
 - *How Global Brands Compete* - Harvard Business Review
 - *Managing Global Brands to Meet Consumer Expectations* - multiple ESOMAR Awards
- **Charter Director and longtime contributor to MASB**



**“Earl is one of the
most respected and
loved people in our
industry.”**

- Member of MASB Award Committee



Endorsements on LinkedIn From Marketing Leaders



Maxwell Turner · 2nd

Chief Analytics Officer, Global Head of Insights & Market Research, Decision Architecture & Enterprise Intelligence Leader



Dr. Mansur Khamitov (PhD, MBA) · 1st

Marketing Professor, Thought Leader, Board Member, Influencer, and Consultant



Christopher Rubalcava · 2nd

Reducing Customer Friction in Service Execution | Operations Manager | Field Service | Customer Experience



Konstantin Karpushin · 3rd

CEO at Codebridge | Building AI Systems for Accounting Firms | 70+ Engineers, 700+ Projects Shipped | Ex-KPMG



Liubov Ruchinskaya · 2nd

Senior business growth executive *Sharing insights on leadership and data science to inspire success.*



Brian Kostantin · 2nd

Growth Architect & Strategic Advisor | Founder Helping teams scale through fractional advisory & coaching to build resilient, AI-ready organizations and high-signal, authentic personal brands.

Endorsements on LinkedIn From Marketing Leaders



Cyrus Kelley · 2nd
SVP Finance | Chief Financial Officer



Martin Roll · 2nd
Global Family Business & Family Office Expert | Senior Advisor at McKinsey & Company | INSEAD Distinguished Fellow | Keynote Speaker & Educator



Dirk VAN den POEL · 2nd
Professor of Data Analytics/Big Data/AI at Ghent University and Flanders Make



Florin Mihoc · 2nd
Builder. Executive



Venkatesh (Venky) Shankar · 1st
Brierley Endowed Professor | Department Chair | Academic Director | RETHINK Retail Top Retail Influencer | MASB Advisory Council Chair | Keynote Speaker | Author



Bob Pankauskas · 2nd
Market Research Director | Consumer Insights Expert | Quantitative & Qualitative Research | Innovation



Endorsements on LinkedIn From Marketing Leaders



Behnaz Khodayari · 3rd

Assistant professor of marketing at Islamic Azad University (IAU)



Marni Zea Clippinger · 2nd

Nonprofit Leadership



Mark Stapylton · 2nd

Brand and marketing communications strategy, consulting and insights. Happily retired and living the good life.



Roger Banks · 3rd

Currently: Enjoying Retirement



Gregory Smutny · 3rd

Writer; Teacher, etc.



Hildy DeFrisco · 3rd

Grow-Cook-Share

Endorsements on LinkedIn From Marketing Leaders



Merav Yuravlivker · 3rd

Chief Learning Officer @ Data Society Group | Exited founder at the intersection of data, AI, and education



Scott P. Korn · 2nd

Customer Success | Marketing Analytics | Marketing Strategy



Bob Mulhern · 2nd

Medical Device Innovation Leader | Founder & CEO at Wiradia | Pioneering Hyperthermic Cancer Treatment Solutions | 25+ Years in Medical Device R&D and Commercial Leadership



Yong Wang · 2nd

Professor of Marketing



Caroline McNally · 2nd

Executive Director and Board Chair at The Riekes Center, Global Brand Works Founder, Brand/ Governance, Independent Director/Advisor



Karen Scheller · 1st

Office Manager at Fierst Rentals

Endorsements on LinkedIn From Marketing Leaders



Maryjo (MJ) Kaplan · 2nd
Principal, Kearney Consulting LLC



John Lees · 2nd
General Manager Vice President Rocket Innovations, Inc. | C-Level, Transformational Business Leader



Prof. Unus Molla · 2nd
CEO-International Business Centre



John Davis · 2nd
Professor at University of Oregon; Speaker; Author; Chair at Brand New View LLC; opinions are my own; overly fond of coffee



Marion Weiler · 2nd
Global Business and Marketing Executive | Strategist | Executive Advisor | Leadership Consultant | Global Citizen | Board Member | Mentor



Ruben Panizza · 2nd
Retired - VP Global IT at Colgate-Palmolive

Endorsements on LinkedIn From Marketing Leaders



Elea McDonnell Feit · 2nd
Associate Professor of Marketing



Ramón Gimeno · 3rd
Profesional de Marketing



Tom Nightingale · 2nd
CEO | Board | Student Transportation & Motorcoach Operator | Acquirer, Operator, Builder of World-Class Fleets | 5x CEO/President | Transformational PE Platform CEO across nearly all logistics and supply chain sectors



Shannon McGuire · 2nd
CEO @ Orbit & Broker @ Madison & Company Properties



Wayne R. McCullough · 2nd
Managing Director, Intelligent Data Mining

*Congratulations
and thanks for your
leadership,
inspiration, and
friendship Earl!*

