

MASB DIRECTORS AND ADVISORS



David W. Stewart, co-founder of The Boardroom Project (2004) and founding Director and Chair of the MASB, is Professor of Marketing at the University of California Riverside.

His previous positions include Dean, A. Gary Anderson Graduate School of

Management, UCR, Robert E. Booker Professor of Marketing and Deputy Dean of the Marshall School of Business at the University of Southern California, faculty of the Owen Graduate School of Management at Vanderbilt University, the 1998 Marketing Science Institute Visiting Scholar at General Motors Corporation, and Manager of Research for Needham, Harper, and Steers Advertising.

David has authored/co-authored over 200 publications and 7 books. He is past Editor of Journal of Marketing and Journal of the Academy of Marketing Science. He has been consultant to Hewlett Packard, Coca-Cola, Hughes, NCR, Texas Instruments, IBM, Intel, Samsung, Visa Services, Xerox, and Federal Trade Commission, among others.

Dr Stewart received his BA from the Northeast Louisiana University and his MA and PhD in psychology from Baylor University.



Margaret Henderson Blair, co-founder of The Boardroom Project (2004) and founding Director of the MASB, was appointed President of the Marketing Accountability Foundation in October 2007, and serves as Officer of the Foundation and support for MASB.

Prior to this, Meg was founding President of The ARS Group, devoting over 3 decades to the measurement and improvement of advertising return on investment. Her passion for measurement development and learning through on-going research-on-research culminated in extensive knowledge about how advertising works to create consumer brand preference/choice, sales, & market share.

Meg has shared this learning in both spoken and written venues including the Journal of Advertising Research, Business Horizons, the German publication Planung und Analyse, American Academy of Advertising, Corporate Finance Review, and Media Post's Media. She received the 2005 Distinguished Practitioner Award from the Academy of Marketing Science.

Meg attended Sarah Lawrence College, the New School for Social Research, and holds an honorary DSc from the University of Southern Indiana.



Kate Sirkin, a founding member of The Boardroom Project (2004) and founding Director of the MASB, is Executive Vice President and Global Research Director of Starcom MediaVest Group (SMG), where she and her staff are recognized for translating raw data

into insights that help build brands and businesses. She was promoted to the SMG Board in 2005.

Kate has left her mark on both sides of the Atlantic. A native of England, she joined Leo Burnett's London office in 1988 as a media researcher and began to leverage the power of media research in ways that would benefit clients and the industry as a whole. She is recognized as one of the most innovative thinkers in the research industry, sought out by the trade press for her point of view on the latest media trends, and as a frequent speaker at major conferences.

She was a board member of the Advertising Research Foundation from 2003–2009 and serves as Trustee of the Marketing Accountability Foundation (MAF).



Joseph Plummer, member of The Boardroom Project since 2006 and founding Director of the MASB, is on the faculty of Columbia University.

His previous positions include Chief Research Officer of the Advertising Research Foundation, Executive Vice

President Director of Research & Insight Development for McCann-Erickson World-Group, Vice Chairman and Worldwide Planning Director at DMB&B Advertising, Vice Chairman of ASW—a worldwide research firm, Managing Director of Paine Webber/Young & Rubicam, Worldwide Research Director for Young & Rubicam, and Leo Burnette.

Joe has published in numerous publications, including The Journal of Advertising, Journal of Business Research, Journal of Marketing, and Journal of Marketing Research. He is past Editor of The Journal of Advertising Research.

Joe holds a BA from Westminster College and his master's and doctorate from Ohio State University. He is on the Board of Directors of Unisunstar BV, and serves as Trustee & Secretary of the MAF.

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Dominique Hanssens, member of The Boardroom Project since 2006, founding Director of the MASB, and founding Chair of the MASB Advisory Council (2011), is the Bud Knapp Professor of Marketing at the UCLA Anderson School of Management and a widely

recognized authority on marketing strategy and effectiveness of marketing efforts. He served as Executive Director of the Marketing Science Institute between 2005 and 2007.

Dr Hanssens has published several books and over 50 journal articles on marketing strategy, in particular the assessment of long-term impact of marketing activities. He serves or has served as Area Editor for Marketing Science and Associate Editor for Journal of Marketing Research and Management Science. He was elected a Fellow of the INFORMS Society for Marketing Science in 2010.

He has been a consultant to major companies around the world and is a co-founder of MarketShare, a global marketing analytics firm headquartered in Los Angeles.

Dr Hanssens holds a licentiate in applied economics from the University of Antwerp, and a master's and PhD in management from Purdue University.



Russell Winer, founding Director of the MASB and founding Advisory Council member (2011), is William H. Joyce Professor of Marketing at NYU's Stern School of Business. He recently served a two-year term as Executive Director of the Marketing Science Institute.

Professor Winer has written three books, Marketing Management, Analysis for Marketing Planning, and Product Management, and a research monograph, Pricing, and has authored over 60 papers in marketing on a variety of topics including consumer choice, marketing research methodology, marketing planning, advertising, and pricing. Professor Winer has served two terms as Editor of the Journal of Marketing Research, is the past Co-editor of Journal of Interactive Marketing, and is currently Associate Editor of the International Journal of Research in Marketing. He is Co-editor of the Review of Marketing Science, and he is on the editorial boards of the Journal of Marketing, the Journal of Marketing Research, and Marketing Science.

Dr Winer holds PhD and MS degrees from Carnegie Mellon University.



Maryjo (MJ) Tisor, member of The Boardroom Project since 2007 and founding Director of the MASB, is a marketing finance and analytics consultant in San Francisco, currently on a long-term engagement with Wells Fargo's Internet Services Group.

Maryjo has held positions as VP, Strategy Director, with MarketShare Partners (MSP), Group Director of Global Strategic Sourcing for Visa USA, and Director of Strategic Initiatives with Cambridge Technology Group (CTP). MJ's experience ranges from work in corporate finance, corporate strategy, resource allocation consulting, accountability and vendor and project performance, to user experience consulting, global advertising management, strategic initiatives, and knowledge management strategy for companies such as the aforementioned MSP, Visa, and CTP, as well as Saatchi & Saatchi, Hewlett Packard, and Charles Schwab.

She holds a bachelor's in psychology as well as a double MBA in finance and international business from the University of San Francisco. MJ serves as Trustee & Treasurer of the Marketing Accountability Foundation.



Donald R Lehmann, MASB Director (2008–2011) and founding Advisory Council member (2011), is the George E. Warren Professor of Business Marketing, Columbia University, a founding member of the MASB. He is a widely recognized authority on individual and group choice and decision making, adoption of innovation and new product development, and management and valuation of marketing assets (brands & customers).

Dr Lehmann has published more than 100 articles and books, serves on the editorial boards of several academic journals and is the founding Editor of Marketing Letters. He is past President of the Association for Consumer Research and former Executive Director (two terms) of the Marketing Science Institute. Currently he is Associate Editor of Journal of Marketing Research.

Dr Lehmann has published more than 100 articles and books, serves on the editorial boards of several academic journals and is the founding Editor of Marketing Letters. He is past President of the Association for Consumer Research and former Executive Director (two terms) of the Marketing Science Institute. Currently he is Associate Editor of Journal of Marketing Research.

Professor Lehmann began his career in 1969 with CBS. He holds a BS from Union College and MSIA and PhD from Purdue.

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Rick Abens, MASB Director since 2008, is founder of Foresight ROI. He has a long track record of initiating and managing return on marketing investment processes and forecasting and measuring ROI from marketing programs, while identifying opportunities & underperforming investments.

Prior to founding his own company in 2009, Rick was Director of Global Marketing Advanced Analytics at ConAgra Foods, where he established a corporate marketing analytics function. ConAgra now has marketing analytic professionals dedicated to each area of the business and staff at the corporate level.

Prior to joining ConAgra, Rick held analytic positions at Kraft Foods, Kellogg Company, and AC Nielsen.

Rick is VP of Research for the PMA Association for Integrated Marketing, contributing to industry knowledge in marketing effectiveness and shopper marketing. He also conducts marketing ROI seminars.

Mr Abens holds a BS degree from Western Illinois University and MBA from Loyola University.



Rajeev Batra, MASB Director (2009–2011) and founding Advisory Council member (2011), is Sebastian S. Kresge Professor of Marketing & Co-Director of Yaffe Center for Persuasive Communication, Ross School of Business, University of Michigan. He is a widely recognized authority in the areas of advertising management and productivity, brand equity management, global branding, and marketing in emerging economies.

He previously held positions at Chesebrough-Ponds and Columbia University and has been involved in consulting, teaching, or research relationships with many leading companies. Rajeev has published over 60 articles and books and has been listed among “Outstanding Faculty” (*Business Week*), most frequently published consumer behavior scholars (Eaton), and among top 10 cited advertising scholars (Pasadeos & Beard).

Dr Batra received his BA (economics honors) from Delhi University, post-graduate diploma in management from Indian Institute of Management Ahmedabad, MS in advertising from the University of Illinois, and PhD in business (marketing) from Stanford University.

Dr Batra received his BA (economics honors) from Delhi University, post-graduate diploma in management from Indian Institute of Management Ahmedabad, MS in advertising from the University of Illinois, and PhD in business (marketing) from Stanford University.



Allan R. Kuse, MASB Director since 2008, is Chief Advisor of the MMAP Center, developing & directing the training and advisory services of MASB. The Center includes experienced marketing scientists qualified to train & advise individual organizations

with respect to the Marketing Metric Audit Protocol (MMAP), a formal process for connecting marketing activities to intermediate outcome metrics to the financial performance of the firm.

Dr Kuse has a thirty-year track record in applying the science of measurement development, knowledge, & process management to the art of marketing.

Prior to this engagement, Dr Kuse was EVP of Research at rsc THE QUALITY MEASUREMENT COMPANY (ARS Group) and on the advisory boards for the MMR Program at Terry School of Business University of Georgia & the MSMR Program at the University of Texas Arlington. He also served on the research faculty at the University of Colorado, Boulder.

Allan holds a BA from Purdue and MS and PhD in quantitative psychology from the University of Colorado.



V (VK) Kumar, MASB Director (2009–2011) and founding Advisory Council member (2011), is the inaugural holder of the Richard and Susan Lenny Distinguished Chair in Marketing and Executive Director of the Center for Excellence in Brand and Customer Management at the J. Mack Robinson College of Business, Georgia State University. He has been recognized with seven lifetime achievement awards and over 25 teaching and research excellence awards, including numerous best-paper awards from industry journals. He has published over 160 articles, and his books include *Managing Customers for Profit*, *Customer Relationship Management*, *Customer Lifetime Value*, *Marketing Research*, and *International Marketing Research*. Recently, VK has been included in the *Legends in Marketing* series, where his papers will be published as a 10-volume collection with commentaries from marketing scholars worldwide.

Dr Kumar received his bachelor's in engineering and master's in industrial management from the Indian Institute of Technology, and PhD in marketing from The University of Texas at Austin.

Dr Kumar received his bachelor's in engineering and master's in industrial management from the Indian Institute of Technology, and PhD in marketing from The University of Texas at Austin.

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Earl Taylor, MASB Director since 2009, is CMO of the Marketing Science Institute, a founding member of the MASB. At MSI, Earl is responsible for recruitment and retention of corporate members and the development of funding sources for research programs. He

serves as principal spokesperson with MSI's business constituencies and the business community in general.

Before joining MSI, Earl worked at Research International, as SVP and US Leader of the Branding and Communications Practice. During his time at RI, Taylor wrote numerous articles on global branding and brand communities; co-authored "Managing Global Brands to Meet Consumer Expectations," which won top prizes at the ESOMAR global conference in 2003; co-authored *The Masterbrand Mandate* (Wiley 2000), which was awarded the Atticus "Grand Prix" award by WPP Group; and co-authored "How Global Brands Compete" (*Harvard Business Review*, 2004).

Earl has a PhD in sociology from Harvard and a BA in psychology and sociology from Rice University.



Chris Ciccarello, MASB Director since 2009, is Senior Director of Pricing and Customer Analytics at ConAgra Foods. He joined ConAgra in 2004 in Brand Analytics for the Grocery division, bringing the analytic function to that group for the first time. Most recently,

he headed up Shopper Marketing analytics before starting in his current position.

Chris has extensive experience in a variety of analytic areas including forecasting, pricing/promotion analysis, marketing mix, market structure, and assortment optimization. He has applied these tools across a broad number of brands such as Chef Boyardee, PAM, Manwich, and Hunt's. Chris also has an in-depth understanding of syndicated scanner and panel data, and he was instrumental in bringing to life and implementing a new forecasting system at ConAgra. Prior to joining ConAgra, Chris held analytic positions at Kraft Foods, the Kellogg Company, and Nielsen.

Mr Ciccarello holds a BSBA degree from the University of Richmond and a master's of marketing research from the University of Georgia.



Craig Gugel, MASB Director since 2009, is President/CEO of Gugelplex TV, Inc. Previously he was Chief Research Officer for Merkle/LogicLab Inc. and has also served as Senior Vice President, Media Analytics, for the Advertising Research Foundation.

Prior to joining the ARF, Craig was President of Telmar Information Services and Telmar HMS, EVP Worldwide Analytics & Strategy at Nielsen-IMS, and EVP Director of Strategic Insights at Optimedia International. He began his career as a media buyer at Kenyon & Eckhardt Advertising in Detroit.

Craig is an adjunct assistant professor in the Advertising & Marketing Communications Department at Fashion Institute of Technology in New York and served as a member of the ARF Board of Directors.

He received his bachelor's in communications and sociology from the University of Windsor in Ontario, Canada, and completed graduate work in media studies at New School University in New York.



Randolph Bucklin, MASB Director (2009-2011) and founding Advisory Council member (2011), is the Peter W. Mullin Professor at the UCLA Anderson School, a founding member of the MASB. He is widely known as an expert in choice models using historical records of customer transactions from scanner and Internet data. He has studied customer behavior in a variety of retail settings, including consumer packaged goods, automotive, and e-commerce.

Randy's work has been published in leading academic journals. He recently served as Co-editor-in-chief of *Marketing Letters* and is currently on the editorial boards of the *Journal of Marketing Research*, *Marketing Science*, and the *International Journal of Research in Marketing*.

Professor Bucklin has been a consultant with Bain & Company, a business journalist for the *Washington Post*, and consultant to Johnson & Johnson, Baxter Healthcare, Hughes Electronics, Qualcomm, Brentwood Associates, and WPP Group.

Dr Bucklin holds a PhD in marketing and MS in statistics from Stanford University and an AB in economics from Harvard University.

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Natalie Mizik, MASB Director (2009–2011) and founding Advisory Council member (2011), is Associate Professor of Marketing, University of North Carolina.

Her research centers on examining financial performance consequences of marketing strategies and activities, developing new metrics for marketing assets (Brand Energy), and building empirical models for assessing the value of intangible marketing assets. Natalie's research focuses on explanation (assessing causal effects) as well as forecasting (building models with enhanced predictive ability). Natalie has published research in a broad set of substantive areas including branding, strategy, managerial myopia, customer satisfaction, and direct-to-physician pharmaceutical marketing. Her current work explores myopic management practices and consequences of earnings inflation through real activity versus accounting accrual manipulation, corporate branding, and applications of natural language processing tools in marketing. Her research has appeared in top academic marketing and management journals.



David Reibstein, MASB Director since 2010, is the William S. Woodside Professor and Professor of Marketing at The Wharton School, University of Pennsylvania. He is also the Managing Partner of MarketingNPV. He has previously served as Executive Director of

the Marketing Science Institute. Dave's primary research interests are marketing ROI, competitive marketing strategy, product line management, market segmentation, and marketing models.

Dave has coauthored six books, most recently the second edition of Marketing Metrics: The Definitive Guide to Measuring Marketing Performance. He has authored numerous articles in major marketing journals, including the Journal of Marketing Research, Marketing Science, Harvard Business Review, Journal of Advertising Research, Journal of Marketing, and Journal of Consumer Research.

Dave received his PhD at Purdue University, was in the MBA program at Tulane University, and obtained a BA and BS at the University of Kansas. He received an honorary master's from the University of Pennsylvania.



E. Craig Stacey, MASB Director since 2010, serves on the faculty of New York University as Research Director at the Center for Measurable Marketing. He is a recognized expert in the area of marketing productivity analysis with special emphasis on marketing

mix modeling and online versus offline marketing resource allocation.

Previous experience includes Founding Partner of The Marketing Productivity Group, Principal & Analytics Director at MarketShare Partners, Managing Partner at ACG Solutions, Industry Liaison for Emory University's Zyman Institute of Brand Science, Director of Marketing Science at The Coca-Cola Company, and SVP Analytic Product Management & Development at IRI.

Craig has been a consultant for many industries, including consumer products, entertainment, financial services, quick-service restaurants, telecommunications, and transportation. He has served as a faculty member at Columbia and Emory University.

Dr Stacey holds a PhD in marketing and statistics from the University of Alabama.



Paul Flugel, MASB Director since 2010, is currently VP–Market Research Solutions at Catalina Marketing.

Paul has over 20 years experience in CPG industry analytic consulting.

While with Spectra Marketing, Paul was a leading member of the team that developed the Consumer Marketing Mix approach. Prior to joining Spectra, Paul led Information Resources Inc.'s Analytic Consulting group in Chicago and was a member of AC Nielsen's Advanced Analytic Technologies group.

He taught physics for five years at the National Technical Institute for the Deaf, one of the colleges of the Rochester Institute of Technology.

Paul earned a bachelor's in physics from Cornell University and an MBA from Loyola University Chicago.

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Jerry Wind, MASB Director (2010–2011) and founding Advisory Council member (2011), is the Lauder Professor at the Wharton School, the Director of SEI Center for Advanced Studies in Management, and the Academic Director of The Wharton Fellows Program. He is

internationally known for pioneering research on organizational buying behavior, market segmentation, conjoint analysis, and marketing strategy. He consults with major firms around the world, and has lectured in over 50 universities worldwide.

A regular contributor to the professional marketing literature, Professor Wind is the founding Editor of Wharton School Publishing. He has served as Editor-in-chief of the *Journal of Marketing*, on the policy boards of the *Journal of Consumer Research* and *Marketing Science*, and on the editorial boards and as guest editor of all the major marketing journals. He is the recipient of numerous academic awards, including the four major marketing awards.

Professor Wind received his PhD from Stanford University and his MA and BS degrees from The Hebrew University in Jerusalem.



James Richardson, MASB Director since 2010, is the Associate Director of Advanced Global Capabilities for Global Marketing Research & Analytics at Kimberly-Clark. His current role is focused on driving global knowledge management, strengthening supplier partner-

ships, identifying process improvement, and deploying a training program that empowers Marketing and Customer Development. Prior roles at K-C include establishing the role of online and strengthening the role of analytics including segmentation, marketing mix, pricing, market structure, forecasting, and panel data.

Prior to joining K-C in 1995, Jamie worked at IRI, where he evaluated and consulted with leading CPG companies on the impact of their marketing activities. He also worked for the Applied Population Lab, where he disseminated US Census Bureau economic and demographic data for the Wisconsin state data center.

Jamie has an undergraduate degree in sociology with a concentration in analysis and research from the University of Wisconsin, Madison, and a business certificate from the University of Wisconsin, Oshkosh.



Shubu Mitra, MASB Director since 2010, is Director of Marketing Communication Effectiveness at The Coca-Cola Company.

He leads Coca-Cola's global effort to improve the effectiveness of brand marketing communications and

increase marketing productivity. Shubu is responsible for measuring the impact of media investments on the business and identifying opportunities, tools, and processes to drive higher impact. He also leads global marketing productivity initiatives in the marketing communications and consumer promotions space.

Prior to joining Coca-Cola, Shubu was a consultant with McKinsey & Company and worked with several clients on brand growth strategy and marketing spend effectiveness.

Shubu holds a B.Tech. degree in mechanical engineering from Institute of Technology, Banaras Hindu University, India, and master of management studies from University of Mumbai, India.



Paul Farris, MASB Director since 2010, is Landmark Communications Professor of Business Administration at the University of Virginia Darden School of Business. Previously, he taught at the Harvard Business School.

Paul has worked in marketing management for Unilever, Germany, and in account management for the Lintas advertising agency. Professor Farris's general research focus is in the area of marketing productivity and budgeting. His work has been published in six books and more than sixty articles. Professor Farris's current research is focused on building coherent systems for integrating financial and marketing metrics. A recent book, *Marketing Metrics: 50+ Metrics Every Executive Should Master*, was selected by *Strategy + Business* as 2006 Marketing Book of the Year, and the second edition was published in 2010.

Dr Farris received his BS from the University of Missouri, his MBA from the University of Washington, and his DBA from Harvard University.

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Bob Liodice, MASB Director since 2010, is President and CEO of the ANA (Association of National Advertisers).

Prior to joining ANA in 1995, Bob was Vice President of Global Marketing and Sales for Grupo Televisa, a major worldwide broadcaster, and before

that he spent more than 15 years in marketing and financial management at Kraft General Foods, including having served as category marketing manager for the Jell-O and Baker's brands.

He is a member of the boards of directors of The Advertising Council, Advertising Research Foundation, National Advertising Review Council, Partnership for a Drug-Free America, and Advertising Educational Foundation, as well as an executive committee member of the World Federation of Advertisers.

Bob holds bachelor's in accounting and management and an MBA in finance from New York University. He serves as Trustee of the Marketing Accountability Foundation (MAF).



Michael Palmer, MASB Director since 2010, is Executive Vice President of the Association of National Advertisers.

Michael joined ANA in September 1995, after an extensive packaged goods marketing career. He gained wide-ranging experience as a product manager at

General Foods and Borden; new products specialist at Anheuser-Busch; and Vice President, Marketing, at Martlet Importing Company (Molson Beer). Following a stint on the agency side, where Michael was responsible for the Nestlé Frozen Novelties, Borden Snack Foods, and Citibank accounts, he joined the ANA. He is currently responsible for ANA's School of Marketing, leading ANA's Alliance for Family Entertainment initiative, developing regional CMO communities, and ANA's engagement in Brand Valuation.

Michael has an MBA from InterAmerican University, a degree he earned while serving as an officer in the US Navy, and a BS in marketing from Wharton School of Business, University of Pennsylvania.



Brandt Allen, MASB Director (2010–2011) and founding Advisory Council member (2011), is the James C. Wheat, Jr., Professor of Business Administration, The Darden School, University of Virginia.

Author of thirty published articles and six books, Brandt teaches courses in accounting, information systems, and general management. He is a well-known consultant on the subject of information systems management. His teaching responsibilities include the first-year MBA accounting course and electives in financial reporting and information systems. His current research interests include accounting fraud, vendor incentives, and the impact of emerging technology on corporate transformation. He served for fifteen years as Associate Dean of the Darden School.

Before joining the Virginia faculty, Dr Allen was a professor at the Harvard Business School and before that a research engineer with The Boeing Company.

He holds a BS in mathematics and an MBA from the University of Washington, and a doctorate from Harvard University in control and information systems.



Todd Powers, MASB Director since 2011, is Chief Research Officer of the Advertising Research Foundation (ARF), a founding member of MASB. Todd, who joined the ARF in September 2010, provides a strong leadership vision for industry topics including advertising ROI, leveraging data analytics for insight, establishing research-guided roadmaps to better manage decision-making complexity, digital measurement, and the real marketing role of the social media movement.

Dr Powers was previously with IBM, most recently serving as Director of Brand and Advertising Research in the Market Insights organization. He has held a number of additional positions in market research, including President/Owner of a privately held research and consulting firm, analyst positions in private and public industry, and adjunct faculty at Duke University's Fuqua School of Business.

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Marc Fischer, founding Advisory Council member (2011), is Chair of Marketing and Market Research at the University of Cologne. He is a regular visiting scholar at the UCLA Anderson Graduate School of Management. His expertise includes measurement &

management of marketing performance, brand management, and optimization of the marketing mix. His articles have appeared in Journal of Marketing Research, Marketing Science, Quantitative Marketing and Economics, and Interfaces. He won the 2009–2010 ISMS-MSI Practice Prize and was finalist for the 2010 Franz Edelman Award competition on achievements in operations research.

Professor Fischer is member of the scientific advisory board of the Center for Brand Management and Marketing (ZMM) in Hamburg. He served as Director of the Center for Market Research at the Institute for Market and Economic Research in Passau.

Professor Fischer holds PhD and diploma degrees in marketing from the University of Mannheim.



James Gregory, founding Advisory Council member (2011), is founder and CEO of CoreBrand. He is one of the US communications industry's recognized experts and leading advocates of corporate branding. Jim oversees all key strategic issues relating to the corporate

brand. Over the years, he has developed a unique blend of creative and analytical expertise.

Jim speaks widely on the subject of corporate branding to both business and academic audiences. He has also authored four books: Marketing Corporate Image: The Company as Your Number One Product, Leveraging the Corporate Brand, The Best of Branding, and Branding Across Borders.

Jim created the Corporate Branding Index®, an annual research survey designed to capture vital reputation and financial statistics for CoreBrand's various measurement products. Such products include the CoreBrand® Analysis, which helps corporations and their agencies determine the return on investment for advertising and communications.



Mike Donahue, founding Advisory Council member (2011), is Executive Vice President of the American Association of Advertising Agencies. At the AAAA, he is responsible for overseeing the Member Information Services, Professional Development, Production, and Media Services divisions. He serves as staff officer on several

special projects and committees, including the Value of Advertising, Creative, Large Agency Management, Interactive Agency Management Committees, and Advertising Week in New York City.

Mike joined the AAAA in April 1994 after a 30+-year career in account management at Saatchi & Saatchi and its predecessor agency, Dancer Fitzgerald Sample. He was a member of the Board of Directors of both agencies.

Mike has a liberal arts degree from Villanova University and an MBA from the Wharton School, University of Pennsylvania.



Bill Moulton, founding Advisory Council member (2011), is President of Media and Advertising Analytics for The Nielsen Company, a founding member of the MASB.

Previously, he served as the CEO of Media Behavior Institute and was also the founding partner of Sequent Partners, a brand and media metrics consultancy. Prior to co-founding Sequent Partners LLC in 2003, Bill served as President of the Marketing Science Institute.

For most of the 1990s, he was President and CEO of ASI Market Research and then Ipsos-ASI. For most of the 1980s, Bill was President of BASES (now part of Nielsen). During this period, BASES became the US market leader and then the world leader in new product forecasting.

He received dual bachelor's degrees in management science and psychology from Carnegie-Mellon University, an MBA from the Wharton School, and a doctorate in marketing from the Harvard Business School.

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Neil Canter, MASB Director since 2011, is President, Global Analytic Consulting, at The Nielsen Company, a founding member of the MASB.

Prior to joining Nielsen, Neil served as President of the Marketing Accountability Partnership. He was also a Partner at Accenture; Division President of the Analytic Insights Group at Information Resources, Inc.; EVP/CFO/Director of Analytics for Marketing Management Analytics (MMA); and Vice President of the Marketing Planning Group at NW Ayer.

He holds an MBA in management science and a BS in operations research from Cornell University.



Donald Sexton, founding Advisory Council member (2011), is Professor of Marketing and Director of the Center for International Business Education and Research at Columbia University. His research concerns marketing return on investment and branding strategy.

Don is the founder and President of The Arrow Group, Ltd., a firm that provides consulting and training services in the areas of marketing and branding to companies such as GE, Pfizer, IBM, Citigroup, Kodak, and DuPont.

He is the author of the best-selling Marketing 101, Branding 101, and Value Above Cost. His articles have appeared in numerous publications such as the Harvard Business Review, Journal of Marketing, Journal of Marketing Research, and Management Science. He is frequently quoted in media such as the New York Times, Business Week, Ad Age, and Beijing's China Economic Daily.

Don received his PhD and MBA from the University of Chicago in the fields of economics and mathematics and a BA from Wesleyan.



Nancy Costopoulos, founding Advisory Council member (2011), is CMO at the American Marketing Association.

New MASB member, comScore, will be nominating a representative for the Advisory Council.



Leigh McAlister, founding Advisory Council member (2011), is the Ed and Molly Smith Chair in Business Administration and Professor of Marketing at the McCombs School of Business, University of Texas at Austin. Her areas of expertise include consumer behavior,

marketing models, and marketing strategy. Her current research focuses on the impact of marketing on firm value. She served as Executive Director of the Marketing Science Institute (MSI) between 2003 and 2005. Leigh won the 2003 O'Dell Award for the most impactful paper published in Journal of Marketing Research, the 2005 and the 2010 Davidson Prize for the best paper in Journal of Retailing, and she was a finalist for the 2007 MSI/H Paul Root Award for the Journal of Marketing paper with the most impact on practice. Leigh has also served on the faculties of the University of Washington and MIT, where she won outstanding graduate school and institute-wide teaching awards. At UT since 1987, she has won numerous teaching and research awards.

Leigh received a BA from the University of Oklahoma and her MS and PhD from Stanford University.



Sherrill Mane, founding Advisory Council member (2011), is Senior Vice President of Industry Services Interactive Advertising Bureau (IAB). She leads the IAB in complexity and cost reduction as well as industry growth.

Previously, she held positions at Turner Broadcasting Sales, Nielsen Media Research, and Group W Satellite Communications.

Sherrill's areas of expertise include ad sales marketing strategy and collaterals development, and primary and secondary research for TV and the web. In her various roles, she has facily moved from data development to interpretation to insights using audience and general consumer data as well as marketplace intelligence to generate strategies and positioning for multiple media business needs.

She holds a BA in sociology from the Hebrew University of Jerusalem, Israel. Her graduate studies focused on the social psychology of mass media. Mane's graduate work was the basis for two published academic papers on the social construction of reality and media.

FOUNDING & CHARTER DIRECTORS EMERITUS



Mitch Barns joined The Boardroom Project in 2004 and became a founding Director of the MASB in 2007. He is President, US Media Client Services, for The Nielsen Company.

Mitch began his career at Procter & Gamble, where he spent 12 years in marketing research and brand management. Mitch joined BASES in 1997. In 2004, he became head of the ACNielsen Analytic Consulting business globally while also leading its North American operations. In 2005, he became President of BASES, while retaining his role with the ACNielsen Analytic Consulting business.

He holds a BS from Miami University in Ohio.



Dwight Risky joined The Boardroom Project in 2004 and retired just before the kick-off of MASB. He is broadly known as a champion of measurement-based accountability and served in a variety of marketing roles with PepsiCo. His last assignment was SVP

of Consumer & Customer Insights, where he identified consumer and marketplace growth and innovation opportunities to accelerate PepsiCo's leadership in the snack foods and beverage industries.

Dwight holds bachelor's and master's as well as a PhD from UCLA. He completed a postdoctoral fellowship at the University of Pennsylvania and taught at several colleges and universities. In retirement, he is working part-time as a business consultant (Risky Business Solutions, LLC).



Mike Duffy joined The Boardroom Project in 2005 and became founding Director of the MASB in 2007. Mike is widely known as the father of Market Mix Modeling in practice.

He most recently served as Senior Advisor Business Development & Strategy, NuVista Inc., a leader in market structure consulting. Prior to that Mike served as SVP of Marketing for Nielsen Advisory Services. Previous positions include Director of Analytics Marketplace Measurement at Kraft Foods, Senior Manager Analytics & Syndicated Services for PepsiCo, consultant for General Foods, and Marketing and Development Manager for AC Nielsen.

Mike holds an MS in geology from University of Pittsburgh and BS in biology from Michigan State University.



Dipita Chakraborty became Director of the MASB in 2007. In December 2010, she joined The Nielsen Company's retail team in India. Prior to this move, Dipita was Nielsen's Senior Vice President Analytics, Global Leader ROI Solutions. In this role she helped marketers grow profitably through improved market mix modeling and ROI.

She was founder and managing partner of The Modeling Group (TMG). Prior to establishing TMG, Dipita was consultant to Clairol and Kraft, Market Research Manager for Clairol, and Account Manager with Marketing Management Analytics (MMA).

Dipita holds an undergraduate degree in materials science engg from Indian Institute of Technology, Kharagpur, India, and completed her graduate studies in management and policy at SUNY, Stony Brook.



Barbara Bacci Mirque was Director of the MASB from 2009 until her sudden death on March 6, 2010. She was Executive Vice President, Communications & Best Practices, at the Association of National Advertisers (ANA), where she led ANA's communication

and best practice initiatives as well as ANA's member professional development, intellectual property, and marketing accountability efforts.

Her previous experience included product manager and brand marketer at a number of major companies, including Frito-Lay, Nestlé Foods, Avon, Weight Watchers, and Carvel Corporation.

She held an MBA from New York University's Graduate School of Business Administration and a bachelor's in international politics from Georgetown University.



Carl Spaulding was a MASB Director from 2008–2011. He is Executive Vice President Product Leadership with Nielsen Catalina Ventures. Carl has a twenty-five-year track record of client-facing leadership in media analytics and solution development.

Carl holds a BA in mathematics from the University of California, Berkeley, and an MBA from Kellogg School of Management at Northwestern University. He served as interim Trustee of the Marketing Accountability Foundation (MAF).