

FOUNDING DIRECTORS OF THE MASB



David W. Stewart, co-founder of The Boardroom Project (2004), is Dean, A. Gary Anderson Graduate School of Management, University of California Riverside. He serves as Chairman of the MASB.

His previous positions include 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), 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), is Executive Vice President and Global Research Director of Starcom Media-Vest 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 is a board member of the Advertising Research Foundation and serves as Trustee of the Marketing Accountability Foundation (MAF).



Joseph Plummer, member of The Boardroom Project since 2006, 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 & Masters and Doctorate degrees 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, 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 Partners, a global marketing analytics firm headquartered in Los Angeles.

Dr Hanssens holds a Licentiate in Applied Economics from the University of Antwerp, and Master's and PhD degrees in Management from Purdue University.



Maryjo (MJ) Tisor, member of The Boardroom Project since 2007, is a Managing Partner with Marketing Productivity Group (MPG) based out of San Francisco. Prior to MPG, Maryjo held positions as VP, Strategy Director, with MarketShare Partners (MSP), Group Director of Global Strategic Sourcing for Visa USA, leading

procurement, vendor management and accountability for Visa's marketing and product innovation groups 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, Saatchi & Saatchi, Hewlett Packard, and Charles Schwab.

She holds a bachelors degree 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.



Peter A. Johnson, member of The Boardroom Project since 2007, is Vice President, Research and Strategy for the Mobile Marketing Association. Previous to this position he was VP Senior Economist, Research and Market Intelligence of the Direct Marketing Association, overseeing DMA's research in the areas of

direct marketing benchmarks and best practices, economic forecasting & policy impact analysis.

Dr Johnson's public policy research on issues such as taxation of Internet retail sales and commercial e-mail has been presented before the United States Congress. Other policy impact analysis has investigated the economic costs of privacy legislation, the future of the Postal Service, and the outlook for telemarketing after Federal Do Not Call lists.

In 2002, he co-authored a brief to the United States Supreme Court on behalf of the DMA on the value of the free flow of customer data to Direct Marketing.



Russell Winer, member of the MASB Board since 2007, 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 the editor of the Journal of Marketing Research, he is the past co-editor of Journal of Interactive Marketing and is currently an associate editor of the International Journal of Research in Marketing. He is the 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.

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Donald R. Lehmann, member of the MASB Board since 2008, is the George E. Warren Professor of Business Marketing, Columbia University. 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 a 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.



Allan R. Kuse, member of the MASB Board 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 & MS & PhD in Quantitative Psychology from the University of Colorado.



Rick Abens, member of the MASB Board since 2008, is Founder of Foresight ROI. He has a long track record of initiating and managing return on marketing investment processes, 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 ACNielsen.

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.



Carl Spaulding, member of the MASB Board since 2008, 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.

Prior to this new role, Carl was SVP Product Leadership, Nielsen Solutions Group, and before that EVP Worldwide Director of Operations and CIO of Interactive Market Systems (IMS), Senior Vice President Director of Technology for Spectra, and co-founder of MediaPlan, Inc. MediaPlan created Manas[®], the world's first PC-based media planning flowchart software tool, which has evolved into Brandfx[®] and RollUp[®], still marketed and supported by IMS today.

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

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Rajeev Batra, member of the MASB Board since 2009, 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.



V (VK) Kumar, member of the MASB Board since 2009, 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 Bachelors in Engineering and Masters in Industrial Management from the Indian Institute of Technology, and PhD in Marketing from The University of Texas at Austin.

Dr Kumar received his Bachelors in Engineering and Masters in Industrial Management from the Indian Institute of Technology, and PhD in Marketing from The University of Texas at Austin.



Earl Taylor, member of the MASB Board since 2009, is CMO of the Marketing Science Institute, a 2007 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 & sociology from Rice University.

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Craig Gugel, member of the MASB Board since 2009, is Chief Research Officer for Logic Lab Inc. Previously, Craig was 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 bachelors degree 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.

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Chris Ciccarello, member of the MASB Board since 2009, is Director of Shopper 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.

Chris has extensive experience in a variety of analytic areas including forecasting, pricing/promotion analysis, marketing mix, market structure, and assortment optimization. He's applied these tools across a broad number of brands, such as Chef Boyardee, PAM, Manwich, and Hunt's. He also has an in-depth understanding of syndicated scanner and panel data, and 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 Masters of Marketing Research from the University of Georgia.



Natalie Mizik, member of the MASB Board since 2009, is Gantcher Associate Professor of Business, Columbia Business School and Visiting Associate Professor of Marketing at MIT Sloan School of Management.

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 long-term consequences of earnings inflation through real activity versus accounting accrual manipulation. Her research has appeared in top academic marketing and management journals.



Randolph Bucklin, member of the MASB Board since 2009, is the Peter W. Mullin Professor at the UCLA Anderson School. 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.



David Reibstein, member of the MASB Board 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 Masters from the University of Pennsylvania.

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E. Craig Stacey, member of the MASB Board 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.



Jerry Wind, member of the MASB Board since 2010, 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.



Paul Flugel, member of the MASB Board since 2010, is currently a Vice President with The Nielsen Company, leading Nielsen's Marketing ROI Practice for North America.

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 degree in Physics from Cornell University and an MBA from Loyola University Chicago.



Shubu Mitra, member of the MASB Board 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.

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Bob Liodice, interim member of the MASB Board since 2010, is president and CEO of the ANA (Association of National Advertisers), a charter member of MASB.

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 Bakers 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, Advertising Educational Foundation and an executive committee member of the World Federation of Advertisers.

Bob holds bachelor degrees in accounting and management and an MBA in finance from New York University.



Bob Barocci, interim member of the MASB Board since 2010, is President/CEO of the Advertising Research Foundation (ARF), a Founding Member of MASB.

Just prior to joining the ARF, Bob was the director of communications of New School University and part of Bob Kerrey's leadership team. Before that, Bob enjoyed a very satisfying advertising career including 21 years with Leo Burnett culminating in the position of President of Leo Burnett International. After he left Leo Burnett, he was founder/CEO of McConnaughy Barocci Brown and then invited by Alex Kroll to become Director of Central/East Europe for Young and Rubicam.

He holds an MBA from Harvard University and a Phi Beta Kappa mathematics degree from the University of Wisconsin.



James Richardson, member of the MASB Board since 2010, is the Associate Director of Advanced Global Capabilities for Global Marketing Research and Analytics at Kimberly-Clark. His current role is focused on establishing processes, tools, knowledge management,

and training that empowers Marketing and Customer Development. Prior roles at K-C include refining the role of online and strengthening the role of analytics including segmentation, marketing mix, pricing, market structure, forecasting, and panel data.

Prior to joining Kimberly-Clark in 1995, Jamie worked at Information Resources, Inc., 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.



Paul Farris, member of the MASB Board 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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Brandt Allen, member of the MASB Board since 2010, 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.



Baruch Lev, member of the MASB Board since 2010, is the Director of the Vincent C. Ross Institute of Accounting Research and is the Philip Bardes Professor of Accounting and Finance at New York University Stern School of Business. In his current positions, Professor Lev teaches courses in accounting and financial analysis.

His primary research areas of interest include corporate governance, earnings management, financial accounting, financial statement analysis, intangible assets/intellectual capital, capital markets, and mergers and acquisitions. Professor Lev is the author of several books, including Intangibles: Management, Measurement, and Reporting, Financial Statement Analysis: A New Approach, and Accounting and Information Theory. He has published numerous articles in research publications and has received several industry awards.

Professor Lev received his Bachelor of Accounting degree from Hebrew University, Jerusalem, and his Master of Business Administration and doctorate degrees from the University of Chicago.



James Gregory, Advisory Council member since 2011, is Founder and CEO of CoreBrand. He is one of the U.S. 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.

FOUNDING & CHARTER DIRECTORS EMERITUS



Mitch Barns joined The Boardroom Project in 2004 and became Founding Director of the MASB in 2007. He is currently President of Nielsen Greater China, and serves on the Nielsen Executive Committee.

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 degrees 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 degree in international politics from Georgetown University.