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## FOUNDING DIRECTORS OF THE MASB

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**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 Interim 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 current Editor of 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 B. A. from the Northeast Louisiana University and his M. A. and Ph.D. in psychology from Baylor University.



**Margaret Henderson Blair, co-founder of The Boardroom Project (2004)** was appointed Interim President of the standards body in October 2007, serving as both Trustee and officer of the Foundation (MAF) and support for the MASB Directors.

She was founding president of The ARS Group, devoting her life's work to the improvement of marketing as a discipline. 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, sales, and market share.

Meg has shared this learning in both spoken and written venues including Journal of Advertising Research, Business Horizons, German publication Planung und Analyse, American Academy of Advertising, Corporate Finance Review, Media Post's Media.

She attended Sarah Lawrence College, the New School for Social Research and holds an honorary D.Sc. 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 their translating raw data into insights that help

build brands and businesses.

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).



**Mike Duffy, member of The Boardroom Project since 2005** is Senior Advisor Business Development & Strategy, Nu-Vista Inc, a leader in market structure consulting.

Prior to this position Mike was Senior Vice President of Marketing for Nielsen

Advisory Services, allowing him to exercise his passion for advancing the standards set for improving return on marketing investment through cost effective marketplace measurement, valid & reliable analytics, and fact based marketing principles.

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 & BS in Biology from Michigan State University.



**Joseph Plummer, member of The Boardroom Project since Spring of 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 & In-

sight Development for McCann-Erickson WorldGroup, 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 Burnett.

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 B.A. from Westminster College and 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 UCLA Anderson School of Management and a widely recognized authority on marketing strategy and effectiveness of marketing efforts. He recently completed a two year term as Executive Director of the Marketing Science Institute.

Dr. Hanssens has published several books and over 40 journal articles focusing on econometric and time-series analytic approaches to assess the 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 has been consultant to Amgen, Daimler, Dell, Disney, GlaxoSmithKline, Google, Hewlett-Packard, Johnson & Johnson, Mattel, Microsoft, Schwab, Wachovia, Wells Fargo and Xerox, among others.

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



**Maryjo Tisor, member of The Boardroom Project since 2007** is VP, Strategy Director, MarketShare Partners. Previous to this position she was Group Director of Global Strategic Sourcing for Visa U.S.A, leading procurement, vendor management and accountability for

Visa's marketing and product innovation groups. An integral function of her role at Visa was ensuring transparency of marketing spend as well as financial and legal integrity and compliance.

MJ's experience ranges from work in finance at Visa to web development consulting, global advertising management, strategic initiatives and knowledge management strategy for companies such as Saatchi & Saatchi, Hewlett Packard, Cambridge Technology Partners 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, and serves as Trustee & Treasurer of the Marketing Accountability Foundation (MAF).



**Russel Winer, member of The Boardroom Project since 2007** is the William Joyce Professor of Marketing at the Stern School of Business, New York University, and is serving a two year term as Executive Director of the Marketing Science Institute (2007-09).

Dr. Winer has been on the faculties of Columbia, Vanderbilt, University of California at Berkeley and visit-

ing faculty member at M.I.T., Stanford, New York University, Cranfield School of Management (U.K.), the Helsinki School of Economics, the University of Tokyo, École Nationale des Ponts et Chaussées, and Henley Management College (U.K.).

He has authored 3 books and over 60 papers on a variety of topics including consumer choice, marketing research methodology, marketing planning, advertising, and pricing. Russ has served as editor of Journal of Marketing Research, co-editor of Journal of Interactive Marketing, and is on editorial boards of Journal of Marketing and Marketing Science.

Russ received his B.A. in economics from Union College and an M.S. and Ph.D. in industrial administration from Carnegie Mellon University.



**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 Market-

ing 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.



**Dipita Chakraborty, member of The Boardroom Project since 2007** is Senior Vice President Analytics, Global Leader ROI Solutions, The Nielsen Company. In this role she helps marketers grow profitably through improved market mix modeling and ROI.

Dipita was founder and managing partner of The Modeling Group (TMG), an ROI Consulting Company acquired by Nielsen in 2006 and whose key accounts included Fortune 500 clients.

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.

CHARTER DIRECTORS OF THE MASB



**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 co-editor of the International Journal of Research in Marketing.

His recent awards include Soundview Executive Book Summaries: 30 best business books of the year.

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



**Joel Rubinson, member of the MASB Board since 2008** is Chief Research Officer of the Advertising Research Foundation, directing the ARF's research priorities and initiatives on behalf of advertisers, media & ad agencies, associations and research firms.

Prior to joining the ARF, Joel was SVP Head of Advanced Solutions for Synovate North America and before that he was with the NPD Group leading the creation of tools for brand equity management, new product forecasting and category management. He started his career at Unilever.

Joel has published numerous papers in professional journals, is a frequent speaker at industry conferences, and has taught and lectured at Columbia, NYU, Wharton, Amos Tuck School, and University of Rochester, among others.

Joel holds an MBA in statistics and economics from the University of Chicago and a BS from NYU.



**Wes Nichols, member of the MASB Board since 2008** is Co-founder of MarketShare Partners, with a twenty year track record of strategic marketing accountability for companies such as Nissan, Coca-Cola, DIRECTV, Microsoft, Electronic Arts, Mars & Google.

Prior to creating MarketShare Partners, Wes lead TEQUILA, a global marketing services agency of Omnicom Group, working with firms like PlayStation, Pfizer, Nextel, Adidas, and Nissan; and before that, he was founder, managing partner of Direct Partners.

Wes attended Randolph-Macon College, Johns Hopkins University and Harvard Business School, with degrees in Psychology, Business & post-graduate studies in Professional Services Management.

He is a Senior Fellow of the Milken Institute, a board member of Young Presidents Organization, a member of Pacific Council on International Policy, and on the Client Advisory Board of Google.



**Rick Abens, member of the MASB Board since 2008** is Director of Global Marketing Advanced Analytics at ConAgra Foods. He joined ConAgra in 2004 to establish a corporate marketing analytics function. ConAgra now has marketing analytic professionals

dedicated to each area of the business and staff at the corporate level.

Rick has initiated and manages a return on marketing investment process at ConAgra, forecasting and measuring ROI from marketing programs, while identifying opportunities & underperforming investments.

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 IL and MBA from Loyola University.



**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 a team of 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.

He holds a BA from Purdue & Masters & PHD in Quantitative Psychology from the University of Colorado.

CHARTER DIRECTORS OF THE MASB



**Carl Spaulding, member of the MASB Board since 2008** is Senior Vice President Product Leadership, Nielsen Solutions Group, with a twenty five year track record of client-facing leadership in media analytics and solution development.

Prior to this role, Carl was Executive Vice President, 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® and continues to be 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).



**Rajeev Batra, member of the MASB Board since 2009** is Sebastian S. Kresge Professor of Marketing & 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 theory, advertising management and productivity, brand equity and marketing in emerging economies.

His previous positions include Marketing Department Chair at Ross, Associate Professor graduate school of business at Columbia , Visiting Professor at both Citibank Consumer Services Europe and Young & Rubicam, and Brand Manager Chesebrough-Ponds.

Rajeev has published several hundred articles and books and has been listed among “Outstanding Faculty” (Business Week), most frequently published consumer behavior scholars (Eaton) and among top 10 advertising cited scholars (Pasadeos & Beard).

Dr. Batra received his BA (Economics) from Delhi University, Post-Graduate Diploma in Management from Indian Institute of Management, MS in Advertising from the University of Illinois, and Ph.D. 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 is a world renowned expert on marketing research methods & Customer Relationship Management Strategy.

His previous positions include ING Chair Professor, and Executive Director, ING Center for Financial Services at the University of Connecticut, Visiting Professor at both the Indian School of Business and University of Aix-En-Provence, and Marvin Hurley Professor of Business Administration at University of Houston.

VK has published over 100 articles and 17 books, is Associate Editor for International Journal of Forecasting & Journal of Retailing, and on the Editorial Review Boards of 7 marketing Journals. He has received two lifetime achievement awards for his contributions to advancing the theory and practice of Marketing Strategy and Inter-Organizational Marketing. He was recently cited as one of the top five ranked scholars in marketing worldwide.

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



**Craig Gugel, member of the MASB Board since 2009** is Senior Vice President, Media Analytics for the Advertising Research Foundation. In this role he manages the ARF Media Analytics practice and serves as a public face and leading industry thinker on media

related issues.

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 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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**FOUNDING & CHARTER DIRECTORS EMERITUS**

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**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. He held various positions in the Foods and Paper products divisions, as well as management positions in Advertising Research and New Products Forecasting.

Mitch joined BASES in 1997 holding various positions including Senior Vice President and Managing Director of BASES Europe, Middle East and Africa (EMEA), then expanded this role to include Asia-Pacific and Latin America. 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 Bachelor of Science degree from Miami University, Ohio, USA.



**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.

Previous positions included CMO for Frito-Lay International, CMO for Frito Lay North America, and SVP of Marketing for PepsiCo Restaurants. He joined PepsiCo in 1982 as Research Principal Scientist in the company's R&D organization. Prior to PepsiCo, Dwight was Research Scientist with General Foods.

Dwight holds Bachelor's and Master's degrees as well as a Ph.D. 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).