

## 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 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 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 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. 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 Interim 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 & 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 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 B.A. from Westminster College & Masters and Doctorate degrees from Ohio State University. He is on the Board of Directors of Unisunstar BV, and serves as Interim 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, Belgium 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. MJ serves as Interim Trustee & Treasurer of the Marketing Accountability Foundation (MAF).



**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.



**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.

## CHARTER DIRECTORS OF THE MASB

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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 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 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 IL and MBA from Loyola University.

## CHARTER DIRECTORS OF THE MASB



**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.



**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.

Dr. Batra 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.



**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 Interim Trustee of the Marketing Accountability Foundation (MAF).



**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.

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**John Lees, member of the MASB Board since 2009**, is General Manager Global Marketing Research and Analytics, Kimberly-Clark Corporation. He is responsible for directing Kimberly-Clark's global marketing research and analytics initiatives in support of the company's business and brand building initiatives and for driving excellence in research and analytics across the enterprise, including brand equity measurement, marketing mix modeling, global needs development and pricing analytics.

John has extensive management experience having had roles in a range of industries from major corporations to venture backed startups and small businesses. Prior to joining Kimberly-Clark, he served as CEO and Managing Director for the Transport Accident Commission, Melbourne Australia, Interim General Manager for Medical Instruments at Fisher Scientific, Acting CFO at Pease & Curren precious metal refining, and VP Customer Deployment at deNovis, a venture backed health care software start-up. He also held several consulting roles, most notably with Boston Consulting Group and The Kellogg Company.

Mr. Lees holds degrees in Law and Economics from the University of Melbourne and an MBA from the Wharton School of the University of Pennsylvania.



**Barbara Bacci Mirque, member of the MASB Board since 2009** is Executive Vice President, Communications & Best Practices at the Association of National Advertisers (ANA), where she leads ANA's communication and best practice initiatives as well as ANA's member professional development, intellectual property, and marketing accountability efforts.

Her previous experience includes product manager and brand marketer at a number of major companies, including Frito-Lay, Nestlé Foods, Avon, Weight Watchers and Carvel Corporation. In these posts, she launched new products and repositioned mature products, created package designs, developed distribution strategies, directed public relations campaigns and established e-commerce channel.

She holds an M.B.A. from New York University's Graduate School of Business Administration and a bachelor's degree in international politics from Georgetown University.



**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 Ph.D. in sociology from Harvard and a B.A. in psychology & sociology from Rice University.

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**Craig Gugal, 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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**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 markets, and e-commerce.

Randy's work has been published in the leading academic marketing journals and he currently serves as co-editor-in-chief of *Marketing Letters* and 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, and a business journalist for the Washington Post. He has also been consultant to Graphics Controls Corporation, Johnson & Johnson, Baxter Healthcare, Hughes Electronics, Qualcomm, Brentwood Associates and WPP Group.

Dr Bucklin holds a Ph.D. in Marketing and M.S. in Statistics from Stanford University and an A.B. in Economics from Harvard University.



**Natalie Mizik, member of the MASB Board since 2009** is Gantcher Associate Professor of Business Marketing, Columbia University.

Her research interests and expertise lie in two areas: First, is the valuation of firm intangible assets, myopic management practices and consequences of earnings inflation through real activity versus accrual manipulation; and second is direct-to-physician pharmaceutical promotions, where she examines the magnitude and the structure of promotional effects at the individual physician level.

Professor Mizik's work has appeared in the *Journal of Marketing*, the *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Marketing Letters*, and the *Harvard Business Review*.

Natalie joined CBS in 2002.

Dr Mizik holds a MS from MGIMO University, Moscow and a Ph.D. from the University of Washington.



**Chris Ciccarello, member of the MASB Board since 2009** is the 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, assortment optimization, etc. 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.



**David Reibstein, member of the MASB Board since 2010** is the William Stewart Woodside Professor at the University of Pennsylvania Wharton School, and a globally renowned expert in marketing metrics and dashboards to understand the value of marketing spending and to improve performance and return.

His previous positions include Director of the Graduate Division, Director of the Wharton/PIMS Research Center, faculty of Harvard, visiting appointments at Stanford University and INSEAD (France), and Executive Director of the Marketing Science Institute. He currently serves on the Board of the American Marketing Association and on the Charles Coolidge Parlin Board of Governors.

David has published hundreds of articles in the leading management and marketing Journals, and multiple books including *Marketing Metrics: Fifty+ Metrics Every Marketer Should Know (2nd edition 2010)*. He has recently been consultant to British Airways, General Electric, Shell Oil, Hewlett Packard, Novartis, Johnson & Johnson, SCJohnson, and Merck.

Dr Reibstein holds a BA and BS from the University of Kansas and a PhD from Purdue University.

## 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 AC-Nielsen 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.



**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, 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



**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).