

2010 WINTER BOARD MEETING & SUMMIT 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 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 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 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 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).



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 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 PhD degrees in Management from Purdue.

2010 WINTER BOARD MEETING & SUMMIT DIRECTORS OF THE MASB (CONT)



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).

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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.

Allan holds a BA from Purdue & MS & PhD in Quantitative Psychology from the University of Colorado.

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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.



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.

2010 WINTER BOARD MEETING & SUMMIT DIRECTORS OF THE MASB (CONT)



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.



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; 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 PhD from the University of Washington.



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 PhD in Marketing and MS in Statistics from Stanford University and an AB in Economics from Harvard University.



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, 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.

2010 WINTER BOARD MEETING & SUMMIT DIRECTORS OF THE MASB (CONT)



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, SC Johnson, and Merck.

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



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, VP of Marketing Science at DemandTec, and SVP Analytic Product Management & Development at Information Resources, Inc.

Craig has been 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, 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 Flugel 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.

2010 WINTER BOARD MEETING & SUMMIT MEMBERS OF THE MASB



Debra Parcheta, member of the MASB since 2009, is Founder and President of Blue Marble Enterprises designing data collection processes and database systems for her clients. Her company evaluates each customer's unique data needs to design and implement decision support systems, data warehouses, and measurement systems.

Prior to starting her own company, Debi worked at US WEST as assistant to the CIO, overseeing program evaluations for research & development projects, and at May Department Stores where her exposure to business data and its uses sparked her passion for improving both the data and the systems. In 2003, she received the PRSA Silver Anvil Award for a database that assesses public relations success.

She holds a BS in Computer Science & Engineering with a minor in Applied Mathematics from the University of Colorado.



James Richardson is the Associate Director of Advanced Global Capabilities for Kimberly-Clark's Global Marketing Research and Analytics department. His current role is focused on establishing a training program that empowers Marketing and Customer

Development individuals with the right information, contained in the right tools, accessible by the right people, to inform the right decisions.

Prior to joining Kimberly-Clark in 1995, James worked at Information Resources, Inc. where he evaluated and consulted with leading CPG companies on the impact of their marketing activities. James also worked for the Applied Population Lab, where he disseminated U.S. Census Bureau economic and demographic data for the Wisconsin state data center.

He 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.



Pathikrit SenGupta recently joined Starcom MediaVest Group as Senior Vice President and Analytics Director, responsible for forming a cross-platform measurement and insight capability. He will also liaise with SMG Research (led by MASB founding director Kate Sirkin) to help shape a global data and analytics discipline across the SMG.

He joins the firm from Information Resources Inc. (IRI) where he was vice president of analytics, responsible for PepsiCo's flagship brands. Before IRI, he was Group Director at Omnicom's Brandscience, leading a Marketing Effectiveness measurement group that provided advanced analytics for brands such as Bank of America, eBay, and H&R Block.

Path holds an MBA from the University of Calcutta.



Ciju Nair is Strategy & Analytics Associate Director at Starcom MediaVest Group (SMG). His research interests include online search, CRM, customer profitability and lifetime value, marketing strategy, leveraging IT in marketing, distribution channels, internet

marketing, consumer biases, discrete choice models, and consumer decision making.

He has taught undergraduate students at Syracuse University and conducted sessions for MBA students at Washington University.

Ciju received his Bachelor's degree in Mechanical Engineering from Coimbatore Institute of Technology and his MBA from S.P. Jain Institute of Management and Research, Mumbai, India.



John N. Frank is editorial director for the American Marketing Association. His responsibilities at AMA include overseeing its flagship publication, Marketing News, as well as Marketing Management, Marketing Health Services, and Marketing Research magazines.

John has more than 30 years of journalism experience, the majority spent covering business segments such as financial markets, retailing, autos, agribusiness, food and beverages, and the marketing that goes on in all those areas. He worked at Business Week, Reuters, Knight-Ridder and started his own newsletter publishing ventures in the late 1980s to write about Chicago's futures and options markets.

2010 WINTER BOARD MEETING & SUMMIT DISTINGUISHED GUEST SPEAKERS & GUESTS



Tim Gohmann is SVP at TNS with over 35 years of experience in marketing research. Most recently, he served as Emerging Sector lead directing the Auto, Energy, Travel, Polling and Third-party business units.

Prior experience includes the founding of Customer Relationship Resources, SVP of Marketing and Customer Service at the ARS Group, J.D. Power and Associates, Decision Analyst, Wirthlin Worldwide, Ponderosa Restaurants, and The Coca-Cola Company. He started his career at Burke Marketing Research.

Tim has spoken publically on a wide range of consumer and marketing topics and has been interviewed on CNN and NPR.

He taught marketing research at the University of Cincinnati, served as consulting editor of the Journal of Marketing Research, is certified as an expert legal witness in marketing research, and is an invited lecturer at the University of Texas at Arlington and Dallas.

Tim holds an AB in Psychology from the University of Notre Dame and MA and PhD degrees in Psychology from the University of Virginia.

Tim will speak during the “Marketing Science Future: Measurement Development and Process Management” Session of the 2010 Winter Meeting & Summit.



Terese Herbig is Senior Vice President of sales for TRA. She has over 20 years of packaged goods experience, having held positions at SAMI, Nielsen Marketing Research, and Information Resources Inc. Most recently she successfully built and led the CPG vertical for IAG, which was purchased by Nielsen in 2008.

Terese has held senior positions in Global Solution Product Management and Marketing, CPG and Retail Marketing and Client Service, and Sales Force Development. Throughout her career, Herbig developed key relationships with numerous major manufacturers and retailers including Kraft, P&G, PepsiCo, Wal-Mart, Target, and Kroger.

She graduated from Miami University with a BS in Business, specializing in marketing and statistics.



Marc Fischer is Chair of Business Administration with Specialization in Marketing and Services at the University of Passau. He is a regular visiting scholar at the UCLA Anderson Graduate School of Management and serves as consultant to companies from a number of industries including financial services, industrial goods, pharmaceuticals, media, and communication.

Marc’s expertise includes the measurement and management of marketing performance, brand management and the optimization of the marketing mix.

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

Professor Fischer studied business administration at the University of Mannheim with majors in marketing, operations, controlling, and English and American studies. He obtained his PhD in marketing from the University of Mannheim and finished his habilitation (German academic degree that prepares for full professorship) at Christian-Albrechts-University at Kiel.

Marc will present “Methods of Brand Valuation: What is Known” at the Summit.



Jeff Ewald is Founder of Optimization Group and Chief Architect of the IdeaLoopz process. He has held research and senior marketing positions on both marketer and agency sides.

Jeff’s career has been notable for his efforts in making marketing measurably effective. His work has been widely published, and a collaboration with Howard Moskowitz earned honors from the ESOMAR in 2001. Jeff and Dr Moskowitz recently published the book, [Selling Blue Elephants: How To Make Great Products That People Want BEFORE They Even Know They Want Them](#), through Wharton School Publishing.

Previous experience includes positions with General Mills, Campbell Soup Company, and J. Walter Thompson. He has been an Adjunct Professor of Marketing at Wayne State University in Detroit.

Jeff holds a BS in Music from Indiana University (Bloomington) and an MBA from the University of Michigan.

2010 WINTER BOARD MEETING & SUMMIT DISTINGUISHED GUESTS



John Brodsky is Senior Director/Team Leader of Global Market Analytics for Pfizer Worldwide Pharmaceuticals. John joined Pfizer in 1993 as Director of Business Information for the Consumer Health Care Group.

Prior to joining Pfizer, he worked at NPD Group, Inc. (a marketing research agency) and NW Ayer (an advertising agency).

John received his BA from Harvard University in English and American Literature, and an MBA from Columbia University Graduate School of Business in Marketing and Management Science.



Shubu Mitra is Director of Marketing Communication Effectiveness at The Coca-Cola Company. He leads Coca-Cola's efforts to improve the effectiveness of marketing communication and global initiatives to drive investment productivity. Shubu is deeply involved

in developing Coca-Cola's approach to Integrated Marketing Communication. He plays a leading role in developing and globally deploying tools and processes to plan, measure, and improve marketing communication performance.

Prior to joining Coke, Shubu was a consultant with McKinsey & Company and worked with several global clients on brand growth strategy and marketing productivity projects.



Gian Fulgoni is Executive Chairman and Co-founder of comScore Inc. He is the co-holder of a U.S. patent governing comScore's data collection technology.

From 1981 to 1998, Mr Fulgoni was President / CEO of Information Resources, Inc. (IRI), the leading global supplier of retail scanner data to the CPG industry, where he grew the company's revenues at an annual rate of 40% to more than \$500 million annually and its market value to \$1.5 Billion. In 1996, IRI was recognized by Advertising Age magazine as the largest U.S. market research firm.

Educated in the UK, Mr Fulgoni holds a BS (with Honors) in Physics and an MA in Marketing.



James Gregory is one of the U.S. communications industry's recognized experts and leading advocates of corporate branding. As founder and CEO of CoreBrand, 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.



Ove Haxthausen is Partner of Millward Brown Optimor, and leads the financial valuation and licensing practice. Over the past 12 years he has helped clients develop creative marketing and brand strategies that deliver sustainable value creation.

Prior to Millward Brown Optimor, Ove was a strategy consultant with both McKinsey & Co. and Mars & Co.

He holds a civil engineering degree from the Ecole Spéciale des Travaux Publics in Paris and an MBA in finance from Columbia Business School.

2010 WINTER BOARD MEETING & SUMMIT DISTINGUISHED GUESTS (CONT)



Franck Sarrazit is Senior Vice President & Director of Synovate's Brand & Communications practice, focusing on developing complete solutions to help marketers grow their brands, assess obstacles to brand effectiveness and track how well their communications

are working.

Dr Sarrazit previously worked for Procter & Gamble's European Center near Brussels. He also worked for Archetype Discoveries Inc. in the US where he handled numerous high profile research projects worldwide.

He joined Synovate France in 2005 as International Insights Director, providing clients with breakthrough solutions on brand and communication strategies. He returned to the US to spearhead Synovate's efforts to build its North American Censydiam business, and secure prominence in psychoanalytic research. He was Appointed SVP & Director of Brand & Communications in January 2009 and is still overseeing Censydiam as part of his role in brand & communications.

Franck holds a Masters Degree and received his PhD from University Liverpool.



Joni Matthews is Director, New Business Development at Fire and Rain Agency and volunteers for MASB member development initiatives. She has over twenty years of experience leading sales, marketing, and communication teams. Previous positions include

SVP Global Sales & Service with the ARS Group, and National Account Manager with Xerox Corporation.

Joni has worked with a variety of marketers including P&G, Pfizer, Eli Lilly, GlaxoSmithKline, Novartis, Bristol Myers, J&J, Kimberly-Clark, Colgate, Unilever, Anheuser-Busch, Kraft Foods, AT&T, PepsiCo/Frito Lay/Quaker, Campbell's/Pepperidge Farm, Ford, Toyota, Kimberly-Clark, and Colgate.

She holds a Bachelor's Degree in Education & Communications from Indiana University.



Karen Harvey is MASB's technical writer for Practitioner Papers and other publications. She has 20 years of writing experience, encompassing a wide variety of materials including journal articles, speeches, product manuals, book chapters, websites, press releases, newsletters, and proposals.

She spent 13 years in basic research and marketing at

The ARS Group, heading up the team responsible for journal publications and speeches. She has additional writing and graphic design experience with such diverse industries as architecture, engineering, environmental science, semiconductor manufacturing, and protective security and disaster relief operations.

Karen holds a BS in Business Administration from the University of Evansville, graduating summa cum laude.