

UNIQUE OPPORTUNITY FOR MARKETING & FINANCE PARTNERSHIPS

Marketing and finance professionals are working together internally on accountability initiatives, and now have the forum to network and benchmark with other marketing and finance professionals across organizations. The MASB 2013 Winter Board Meeting and Summit again highlighted this relationship, with Charter members from Kimberly-Clark, ConAgra Foods, Hershey, General Motors, Frito-Lay and MillerCoors participating in the discussions. Following is what a few of them had to say:

“Right now, marketing lacks credibility because it’s quite subjective and the answers regarding ROI vary considerably depending on who’s providing the answers.”

“We’ve got to stop being so cute (complicated) at the C-level...we need simpler concepts and one metric, with more metrics at the different levels of causation.”

“I love that this is a marketing and finance partnership effort. I believe the two together is what it will take to truly make a difference.”

“This is the best way to work through the accountability issues”.

“It is the right approach to resolving the Brand Health black boxes and frustrations”.

“ We’re all facing similar challenges even though different business models. Here we have the right people, organizations, thinking, energy, passion and excitement to be successful.”

JOE PLUMMER RECEIVES MASB TRAILBLAZER AWARD

At the Winter event, Joe Plummer was presented the MASB Trailblazer Award, in recognition of his “blazing a trail for others to follow through unsettled country or wilderness”. Joe became a member of The Boardroom Project in 2006, a Founding Director of the resulting MASB in 2007 and a Founding Trustee of the Marketing Accountability Foundation in 2012. He said in 2006 and again upon receiving the award: “As with the Quality movement, this will not be easy. It’s going to take a lot of time and effort. If it were easy, someone would have already tackled these crucial issues. However, the payoff for the marketing profession is worth the time, effort, and money. It’s the right thing to do and right time to do it!”

RENEWING AND NEW MASB MEMBERS, LEADERSHIP APPOINTMENTS

Business School members Wharton (University of Pennsylvania) and Stern (New York University) have both renewed their Charter memberships for another 3 years, and Brand Finance has become a new Charter member (for 3 years).

David Reibstein (Wharton) & E Craig Stacey (Stern Center for Measurable Marketing) will remain as Directors of the MASB, and Jerry Wind (Wharton) & Russ Winer (Stern) will remain as Advisors to the MASB. Trustees have also appointed David Haigh, Founder and CEO of Brand Finance, to the Advisory Council.

About MASB

MASB is the independent, self-governing, cross-industry forum where Marketing and Finance agree on measurement and accountability standards for creating firm value; operating exclusively for charitable, educational, scientific and literary purposes; a 501 (c) (3) non-profit.