

January 2013

## **MillerCoors JOINS MASB**

Jim Meier and Bill Berg have joined MASB as Charter Members on behalf of [MillerCoors](#). Foundation Trustees have appointed Jim as a MASB Director and Bill as an Advisor.

Jim will be the first marketing finance practitioner on the MASB Board, and had this to say about their involvement:

*Apart from talking to the MillerCoors CFO and Corporate Controller, I have also spoken to our VP of Marketing Insights, and there is a very high degree of interest by MillerCoors in your organization . . . we would like to be active rather than passive in our involvement.*

Jim is Senior Director, Marketing Finance, and Bill is Director, Market Intelligence.

## **MASB LEADERSHIP POSITIONS ROUNDING OUT W/MARKETERS**

With Kimberly-Clark and ConAgra Foods renewing membership for another 3 years, and Hershey, General Motors, Frito-Lay and MillerCoors signing on within the past 4 months, the MASB is rounding out its operating leadership positions on the Board and Advisory Council according to plan.

These 6 Marketers join 5 top Marketing Measurement/Media Agencies, 6 major Industry Associations, 11 top Business Schools, and 6 influential Consultancies as Charter Members. The body is recruiting 4 more Marketers and once achieved, will have successfully completed its start-up (Charter) phase of development.

### **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.

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