

FOUNDING TRUSTEES

MARKETING ACCOUNTABILITY FOUNDATION (MAF)



Margaret Henderson Blair, co-founder of The Boardroom Project (2004), and founding Director of the MASB (2007), was appointed founding President of the Marketing Accountability Foundation (MAF) in October 2007. In this position she 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), founding Director of the MASB (2007), and founding Trustee of MAF (2012), is Executive Vice President and Global Research Director of Starcom Media-Vest Group (SMG), where she and her

staff are recognized for 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 was a board member of the Advertising Research Foundation from 2003–2009 and from 2007–2011 served as Interim Trustee of the Marketing Accountability Foundation.



Mitch Barns, a founding member of The Boardroom Project (2004), founding Director of the MASB (2007), and founding Trustee of the MAF (2012), is President, US Media Client Services, for The Nielsen Company.

Mitch began his career at Procter & Gamble, where he spent 12 years in marketing research and brand management. Mitch joined BASES in 1997. In 2000, he relocated to Brussels where he served as Managing Director of BASES Europe, Middle East and Africa, leading the start-up of BASES' local operations in that region. In 2002, his role expanded 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. In 2008, Mitch became President, Greater China for Nielsen with responsibility for mainland China, Hong Kong and Taiwan.

He holds a BS in business administration from Miami University in Ohio and completed the Stanford Executive Program at the Stanford Graduate School of Business.



Joseph Plummer, a member of The Boardroom Project since 2006, founding Director of the MASB (2007), and founding Trustee of the MAF (2012), 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 & Insight Development for McCann-Erickson World-Group, 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 BA from Westminster College and his master's and doctorate from Ohio State University. He is on the Board of Directors of Unisunstar BV, and served as Interim Trustee & Secretary of the MAF.

FOUNDING TRUSTEES

MARKETING ACCOUNTABILITY FOUNDATION (MAF)



Maryjo (MJ) Tisor, a member of The Boardroom Project since 2007, founding Director of the MASB (2007) and founding Trustee of the MAF (2012), is a marketing finance and analytics consultant in San Francisco, currently on a long-term engagement with Wells Fargo's

Internet Services Group.

Maryjo has held positions as VP, Strategy Director, with MarketShare Partners (MSP), Group Director of Global Strategic Sourcing for Visa USA, and Director of Strategic Initiatives with Cambridge Technology Group (CTP). MJ's experience ranges from work in corporate finance, corporate strategy, resource allocation consulting, accountability and vendor and project performance, to user experience consulting, global advertising management, strategic initiatives, and knowledge management strategy for companies such as the aforementioned MSP, Visa, and CTP, as well as Saatchi & Saatchi, Hewlett Packard, and Charles Schwab.

She holds a bachelor's in psychology as well as a double MBA in finance and international business from the University of San Francisco. MJ served as Interim Trustee & Treasurer of the MAF.



Bob Liodice, a MASB Director since 2010, and founding Trustee of the Marketing Accountability Foundation (2012), is President and CEO of ANA (Association of National Advertisers).

Prior to joining ANA in 1995, Bob was Vice President of Global Marketing and

Sales for Grupo Televisa, a major worldwide broadcaster, and before that he spent more than 15 years in marketing and financial management at Kraft General Foods, including having served as category marketing manager for the Jell-O and Bakers brands.

He is a member of the boards of directors of The Advertising Council, Advertising Research Foundation, National Advertising Review Council, Partnership for a Drug-Free America, and Advertising Educational Foundation, as well as an executive committee member of the World Federation of Advertisers.

Bob holds bachelor's in accounting and management and an MBA in finance from New York University.