

MARKETING ACCOUNTABILITY FOUNDATION (MAF) TRUSTEES



Tony Pace is President/CEO of MASB (2017). He brings extensive experience from across the marketing spectrum, in roles of increasing responsibility at advertising agencies and as a marketing leader. At Young & Rubicam and McCann-Erickson, he led brands such as KFC, Coca-Cola and Capital One. In addition to his client leadership responsibilities, Tony oversaw both revenue generation and P/L responsibility as General Manager of McCann Southwest and co-founder of Momentum, IPG's global experiential marketing firm.

As CMO of Subway, he grew that brand to #2 in market share in the U.S. and #1 in locations worldwide. During his tenure, Subway's brand value, as tracked by Millward Brown's Brand Z assessment, rose from unranked to #40 (over \$22 billion). Tony's goal with MASB is to raise the profile and influence of the organization to the benefit of the marketing community. He earned his undergraduate degree at the University of Notre Dame and MBA in Finance from The Wharton School at the University of Pennsylvania.



Jim Meier served as MASB Director (2013-2018) and was appointed MAF Trustee and Treasurer in 2019. He graduated from Marquette University in 1984 with a Bachelor's in Accounting and spent eight years as an auditor with Ernst & Young. He subsequently spent 26 years with Philip Morris, Miller Brewing Company and MillerCoors in a variety of financial support roles including Corporate Financial Services, Sales, Integrated Supply Chain and Marketing. In his final role as Vice President, Commercial Finance, Jim reported directly to the MillerCoors CFO and on a dotted-line basis to the CMO and CSO. His recurring duties related to budgeting, reporting, and forecasting. Jim was also

closely involved with annual marketing spending allocation, implementation and on-going assessment of marketing mix modeling, and overseeing the application of ROMI (Return on Marketing Investment) principles in both the Marketing and Sales Division. He has spoken at events held by the ANA, MSI and AMA. He is currently engaged in assisting start-up enterprises connected with a venture capital fund based in Milwaukee.



Bob Liodice, MASB Director (2010) and founding MAF Trustee (2012), is CEO of the Association of National Advertisers (ANA). He previously served as executive vice president, responsible for member relations and business development with a primary focus on strengthening relationships with ANA member companies and broadening the membership base. Bob joined the ANA as senior vice president in 1995. Prior to the ANA, he was vice president of global marketing and sales for Grupo Televisa, a major worldwide broadcaster. His previous experience includes more than 15 years in marketing and financial management at Kraft General Foods and tenure 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, Advertising Self-Regulatory Council, Geopath, Advertising Educational Foundation, Digital Advertising Alliance, Trustworthy Accountability Group, and World Federation of Advertisers. Bob has degrees in accounting and management and an M.B.A. in finance from New York University.

MASB DIRECTOR & TRUSTEE EMERITUS



Joseph Plummer joined The Boardroom Project (2006), was a key player in the kick-off of MASB (2007), then served six years as a **Founding MASB Director and MAF Trustee.** He is currently President of Sunstar Foundation, senior advisor to Olson Zaltman, and board member of encore.org and The Highlands Current. Joe served on the faculty of Columbia University and is still teaching. He held executive positions with the Advertising Research Foundation (CRO), and advertising agencies Leo Burnett, Y&R, D'Arcy, and McCann Worldgroup. Joe has been published in *The Journal of Advertising*, *Journal of Business Research*, *Journal of Marketing*, *Journal of Marketing Research* and others. He is

past Editor of *The Journal of Advertising Research* and coauthored *The Online Advertising Playbook*. Joe was instrumental in MASB's 2007 CFO Outreach Project. He received the **MASB Trailblazer** award in 2013 and this year the honor has been renamed *The Joseph Plummer MASB Trailblazer Award*.

MASB ADVISORY COUNCIL (MAC) CHAIR



Neil Bendle, MASB Advisor (2016) and MAC Chair (2017) is Associate Professor at Ivey Business School of Western University in London, Ontario. He previously served as Finance Director of the British Labour Party. Neil is co-author of *Marketing Metrics: The Managers Guide to Measuring Marketing Performance* (3rd Edition Pearson). He researches at the interface of marketing and accounting – including marketing accounts and the use of accounting-based approximations of *Tobin's q*. He received his MBA from the University of Virginia – Darden Graduate School of Business Administration and earned his PhD in Marketing from the University of Minnesota – Carlson School of

Management. Neil co-leads the FMC Project team and serves on the IFR Project team. He coordinates and is featured in MASB's Finance in Marketing Library on YouTube.

MASB FELLOW



Stephen Diorio is Director of the *Forbes Marketing Accountability Initiative* powered by MASB, and **MASB Fellow** (2019). He is an authority in growth and go-to-market innovation with 30+ years of experience in creating new growth and enterprise value through marketing accountability, improved ROMI and digital innovation. He is author of *Marketing Accountability: A CEO Guide to Driving Enterprise Value By Maximizing the Effectiveness of Marketing Investments, Strategies and Asset* (Forbes 2017) and *Beyond e: 12 Ways Technology Will Transform Sales & Marketing Strategy* (McGraw-Hill). He also serves as Managing Director of Marketing Accountability at PRGX where he uses big-data and AI to help brands measure and manage marketing value. Steve holds an MBA in Marketing and Finance from the University of Chicago and a BS in Engineering from Bucknell University.

MASB EXECUTIVE DIRECTOR



Frank Findley is **MASB Executive Director** (2017). He joined MASB in 2015, serving as member and then co-leader of the BIV Project team. As EVP of Research for MSW•ARS Research, Frank was a key contributor to product strategy. His work resulted in improvements to the copytest, tracking, media, and competitive intelligence product lines. He led the company's collaboration with market mix modelers and is a co-inventor of the patented Outlook media planner. In 2006, he designed the industry's first multi-touchpoint holistic campaign testing system. His more recent work has focused on panel quality, the sales effectiveness of digital advertising (with comScore), and transitioning behavioral measurement systems online. Prior to joining ARS in 1995, Frank conducted research in high-energy physics at national labs in Illinois and New York. He holds a Bachelor of Science in Physics from Purdue University and a Master of Science degree from the Krannert Graduate School of Management.

MASB DIRECTORS



Karen Ebben, MASB Director (2012), is President of Global Marketing Impact, LLC. An award-winning Fortune 100 Marketing and Advertising executive with 20+ years of global analytics, research & consumer insights experience, she is a consultant specializing in improving marketing effectiveness. Previously, she was Director of Global Advertising & Marketing Effectiveness for General Motors, where she accelerated improvements in marketing effectiveness. Her work has earned Cannes, AME, DMA and Effie recognition. She previously served on the Advisory Boards of Ehrenberg-Bass, MIT's Center for Digital Business, and the DMA. She holds an MBA from Cleveland State University and a BS in Management from Oakland University. She co-leads the SAM and MMC Project teams.



Kelly Johnson, MASB Director (2014), is VP TV, Audio and Cross Platform Research at ESPN. She previously served in various market research roles at ESPN since 2002. Kelly and her team are responsible for working across the Disney ad sales organization to deliver best-in-class audience insights, marketplace thought leadership and innovative research solutions using data to grow revenue. She played a key role in ESPN's groundbreaking cross-media research initiatives, including Project Blueprint and worked with Nielsen to develop out-of-home television measurement. She is Grand Winner of the 2011 ARF Great Minds Award in the Rising Star category and was co-author of the paper "Cracking the Cross-Media Code" (*JAR*, June 2010). She has a BS in Business Administration from the University of Oregon with an MBA from the University of Oregon's Warsaw Sports Marketing Center. Kelly is on the MASB Marketing and CIR Project teams.



Marni Gordon, MASB Director (2019), is SVP at the Association of National Advertisers (ANA). Marni is responsible for leading the agenda development and integrated marketing plans for ANA's brand and media events which include national and members-only conferences, committee meetings, and webinars. She is also responsible for driving thought leadership with ANA members and the broader marketing/advertising community through the development of white papers and industry surveys. Previously, Marni spent over 14 years in media planning at Mindshare/J. Walter Thompson and Grey Advertising. While at Mindshare, she was responsible for the internal "M Academy" training program where she developed training programs at all levels ranging from interns/entry-level to senior management. She received her BS in Management with a concentration in Marketing from Binghamton University and is a Board Advisor to The Binghamton Marketing Collective), Binghamton University's marketing alumni group. Marni is also a mentor in the Baruch College Executives on Campus Program. She is a member of the MASB Marketing team.

MASB ADVISORS



Craig Gugel, MASB Director (2009–2014) and MASB Advisor (since 2014), is President/CEO & CRO of Gugelplex TV, Inc. Previously he was CRO for Merkle/LogicLab and served as SVP Media Analytics for ARF, president for Telmar Group N.A., EVP Worldwide Analytics & Strategy at Nielsen-IMS, and EVP Strategic Insights at Optimedia International. Craig is an assistant professor in Advertising & Marketing Communications at the Fashion Institute of Technology. He served on the editorial advisory board of the *Journal of Advertising Research* and ARF Board of Directors and as Chair of the 4A's Media Research Committee. He holds a BA in Communications Studies from the University of Windsor, a BS in International Trade and Marketing from FIT, and MA in Television Journalism Studies from SUNY-Empire State, and an EdS in Sports Management from Northcentral University. Craig co-edited the MASB book, *Accountable Marketing*.



Jerry Wind, MASB Director (2010–2011) and founding MAC member (2011), and MASB Advisor (2012), is the Lauder Professor Emeritus at the Wharton School, founding Director of SEI Center for Advanced Studies in Management and Academic Director of The Wharton Fellows Program. Internationally known for pioneering research on organizational buying behavior, market segmentation, conjoint analysis and marketing strategy, he consults with major firms and lectures around the world. He is founding editor of Wharton School Publishing, has been editor for top marketing journals and published 300+ articles and 25 books. He received the four major marketing awards, was elected to the first cohort of AMA Marketing Fellows and the Marketing Hall of Fame. His current research focuses on disruption, The Network Challenge; reinventing advertising; creativity & innovation; and challenging our mental models. His PhD is from Stanford; his MA and BS are from Hebrew University in Jerusalem.



Art Klein, MASB Advisor (2015), is Partner, Co-President at MSW Research. He has 30+ years of experience in a wide array of marketing research disciplines including panel, custom, syndicated and advertising copy testing and tracking. His industry experience is extensive, having worked for clients in such fields as pharmaceuticals, fast food, telecommunications, retail, financial services, automotive, business-to-business, and technology, among others. Previously he served in a variety of positions at MSW and also held positions at NFO and NPD. Art earned a BA from Syracuse University and an MBA in Marketing from Hofstra University.



Mollie Rosen, MASB Advisor (2015), is EVP Agency Relations & Membership at the American Association of Advertising Agencies (4As). With nearly 20 years of advertising account management experience at such agencies as McCann Erickson, D'Arcy, Saatchi & Saatchi, and Publicis, she is uniquely equipped to identify opportunities and deliver solutions to 4As' members agencies that add value to their overall operations. During her successful agency career, Mollie worked with some of the world's biggest marketers and consumer brands. Cutting her teeth on Unilever's Vaseline Intensive Care franchise, she went on to spend much of her career working alongside Procter & Gamble. Mollie has brought 4A's her fresh perspective to reshape the vision and strategy for membership services to ultimately deliver even more meaningful programs and partnerships. She serves on the MASB Marketing Team.



John Gaski, PhD, MASB Advisor (2017), is Associate Professor in the Mendoza College of Business at the University of Notre Dame. His primary research interests are the societal impact of marketing activity and power in the distribution channel. He is the author of 150+ articles, papers and monographs, and has served on the editorial review boards of the *Journal of Marketing*, *Journal of the Academy of Marketing Science* and *Journal of Marketing Channels*. In 1997 he was listed in the "108 Best Researchers in Marketing" by peer-reviewed study in *Marketing Educator*. He has a BBA & MBA from Notre Dame and MS & PhD from the University of Wisconsin. He co-leads the CMD Project.



Scott McDonald, MASB Advisor (2017), became the CEO and President of The Advertising Research Foundation in 2017. With over 30 years of research experience solving pressing business issues, Scott is an ardent champion of high-quality standards. He has held senior research positions at leading global media companies, including 18 years at Time Warner and 14 years Conde Nast. He also served as Chairman of the ARF 2001-2002. His innovative work in advertising, consumer and media research reflects his academic roots in the social sciences. Scott earned an AB from the University of California at Berkeley, a PhD from Harvard University and taught courses on media measurement, media economics, and monetization strategies at Columbia Business School for 18 years.



Kåre Sandvik, MASB Advisor (2018), is Professor of Marketing at the University of Southeast Norway. He researches market orientation, product innovations, interorganizational and relationships management, distribution and digital channels, scenarios, and marketing finance. His publications include the *International Journal of Research in Marketing*, *Journal of Business Research*, *Journal of Service Research*, *Journal of Tourism Futures*, *Journal of Travel Research*, and *International Journal of Advertising*. He directed a 24 MNOK grant research project, *Developing Sources of Competitive Advantage in the Norwegian Travel Industry*. He has PhD in Strategy & Management and his MSc in Business Administration from the Norwegian School of Economics.

MASB ADVISORS (continued)



Charles Cantu, MASB Advisor (2018) is a 20-year media veteran and entrepreneur who has worked for the likes of Disney, Comcast, MediaMath and others as well as built and sold businesses in the digital space. After selling two programmatic businesses in 2018, Charles built Reset Digital to restore trust through deep log level truth for the digital industry. He is the featured host of the ANA Marketing Futures Podcast where he leads industry thought through a combination of curated topics with industry leaders and innovators. Charles also currently leads the data in marketing initiative for the MMA and he co-chairs the Digital Marketing Accountability Project.



Jeff Greenfield, MASB Advisor (2019) is the co-founder and COO at C3 Metrics. As the chief architect of the platform, he worked directly with the former CEO and chairmen of Nielsen to solve advertising's attribution problem. His technology and marketing initiatives have served blue-chip clients including GlaxoSmithKline, Kimberly-Clark, Sony BMG, Black & Decker, Forest Labs, Plum Creek and more. He is the former publisher of Branded Entertainment Monthly, which detailed industry statistics, gaps and trends. He's been a featured speaker at NAPTE, The Next Big Idea, and a news source in The New York Times, The Washington Post, The Wall Street Journal, ABC, CBS, CNET, and Investor's Business Daily. He studied Biochemistry at the University of Maryland and holds dual degrees from Southern California University of Health Sciences. He is an instrument-rated pilot and a performing member of Hollywood's Magic Castle.



Brian Hamilton, MASB Advisor (2019), is President of DoubleCheck Advertising, a watchdog that ensures marketers and sponsorship properties get what they pay for (buying and advising services). He has over a decade of sponsorship and media experience in sports and entertainment industry, and he once served as Sr. Director of Advertising & Revenue Operations at WWE. Brian received his BA in Business Administration and Management from the University of Rhode Island. He serves on the SAM, BIV, IFR, and CIR Project teams.

MASB MEMBERS



Bill Duggan is Group EVP at ANA with responsibilities focused on thought leadership and management of brand/media committees and associated conferences. He has been a key contributor to initiatives on trust in the advertising ecosystem, in-house agencies, media transparency, production transparency, the programmatic supply chain, sponsorship accountability, and digital advertising fraud. The World Federation of Advertisers recognized ANA's work on media transparency with a 2018 President's Award. Previously, Bill worked in account management at Grey Advertising with clients including Canon U.S.A. (winning two Effie Awards for effective advertising), Kraft Foods, SmithKline Beecham, and Sara Lee. He has been an adjunct faculty member at New York University's Stern School of Business and has a bachelor's degree from Boston College and MBA from New York University.



Mike Donahue is a former MASB Advisor (2011-2015). He is Senior Director, Member Relations, at the Association of National Advertisers (ANA), where he previously was a consultant. Prior to that, he served as EVP of the American Association of Advertising Agencies (4As) where he oversaw Member Information Services, Member Relations, Professional Development, Diversity, Conferences and Media Services. He also served on the board of 4A's Foundation. Earlier he worked in account management at Saatchi and Saatchi and was a member of the Executive Committee on both agencies' boards. Mike has a BA from Villanova University and an MBA from the Wharton School, University of Pennsylvania.



Laurence Newell is Managing Director - Brand Finance Americas. He has spent 20+ years defining and developing businesses and brands to face consumer needs in North and Latin America. A brand specialist and consolidated business developer, he has directed client engagements in various brand building disciplines including valuation, strategy, identity, packaging, and retail design. He has been a guest speaker in national forums such as Brandemonium, Expo Publicitas, The Oracle Retail Summit, International Franchise Summit, and *Great Place To Work LatAm Summit*. He's been published and profiled in various regional publications and frequently contributes to media outlets such as *Daily Beast* and *Business Insider* along with a number of other notable business journals.



Paul Pednault is Founder and President of Sponsorium International, where he has helped more than 300 brands worldwide develop their weighted criteria in line with their sponsorship and CSR objectives. He also is currently acting as General Manager at the International Guild of Sponsors. Dubbed the "Sponsorship Evaluation Guru" by his peers, he gives lectures and presentations on the topic around the world. He has also written and developed unique software programs dedicated to the improvement of the sponsorship industry, including PerforMind™, Sponsé™ and CriteriaPro™. He is the author of the recent publication, *The Story of ROO*.

MASB MEMBERS (continued)



Tatiana Lindenberg is Global Consulting Director at Ogilvy Consulting. She has 18+ years of experience in multinational companies like Kantar Consulting (WPP), Johnson & Johnson, Oliver Wyman and Accenture, in Marketing and Strategy areas. She also has 10 years of brand and marketing consulting experience, four years of marketing experience in the J&J consumer goods unit, and four years in strategy consulting working on start-ups, market evaluations, marketing strategy and development of new processes in the Telecom, Financial Service and Retail industries. She has her MBA from UCLA Anderson School.

GUEST SPEAKERS & PANELISTS



Christopher McDonough is Chief Brand and Sales Officer at L.L. Bean. He is an inspirational senior executive with over 15 years board level experience in senior commercial, marketing, retail, sales and international roles. He has led teams of up to 2,500 and has managed divisions with full P&L responsibility. He is celebrated for driving significant and successful brand and customer turnarounds including his more recent experience at LL Bean as Chief Sales and Brand Officer and prior to that as UK Marketing Director for Asda a division of Walmart and then prior to that as UK Managing Director for Molson Coors. Chris is an exceptional communicator and strategic thinker and most important of all he is a fabulous and empowering leader of people.



Will Thompson is SVP Insights & Strategy at Forbes and Publisher of Forbes AI, a magazine about artificial intelligence. He also leads Forbes Insights (the technology analyst division of Forbes Media) and the Forbes CMO Practice. Will joined Forbes from The Economist and prior to that held several executive roles at financial marketing services providers. He received his MBA in Marketing/International Business from the University of Miami.



Tal Chalozin is co-founder and CTO of Innovid, the leading connected TV and video advertising platform for advertisers to engage consumers across all screens and channels. He leads long-term technology vision, global product creation and implementation, and business development efforts, as well as identifying and developing emerging trends and opportunities for product innovation and digital TV/OTT collaborations. He is also a board member for IAB's Digital Video Center of Excellence and for the National Academy of Television Arts and Sciences. Previously he co-founded GarageGeeks – a non-profit hacker space and innovation hub. He also served as an officer in an elite computer unit in the Israeli Air Force and led the development of several military products. Tal owns several global patents in digital video technology and is a regular speaker at global events, including Cannes Lion and CES.



Dan Donnelly is SVP Advertising Sales Strategy and Brand Partnerships at Fox Sports. He oversees the network's Sports Marketing division, creating opportunities for brands to be represented across all Fox Sports properties. Prior to joining Fox Sports in April, 2019, Dan was leading the Publicis Media Sports & Entertainment US division, with responsibilities across the full Sports & Entertainment Marketing spectrum. Dan joined Publicis in 2004, where he led the Coca-Cola North America account. In that role, Dan oversaw all consumer insights, connections strategies & planning, investment & activation, and research & analytics for the full Coca-Cola Co. portfolio of brands. He also worked at Busch Media Group, leading numerous multi-year and multi-sport negotiations, including NFL, NBA, NHL, MLB, MLS, Nascar, NCAA Basketball and Football, PGA Tour, Olympics, and World Cup Soccer. He graduated from the University of North Carolina - Chapel Hill with a degree in Business Administration.



Paul Bamundo is SVP, Business Development & Marketing Partnerships for Laurel Road, a brand of KeyBank that specializes in student loan refinancing. He was previously CMO for the Ivy League where he cultivated partnerships with prominent brands — highlighted by a landmark deal with TIAA and a long-term partnership with ESPN. He also served as Global Director of Sports Marketing and Strategic Partnerships for Subway, responsible for sports sponsorships and “Famous Fan” athlete relationships. With Paul's efforts under the leadership of CMO Tony Pace, Subway was named Sports Sponsor of the Year in 2011 for the Sports Business Journal's Sports Business Awards. In 2012, Paul received Sports Business Journal's Forty Under 40 Award. In 2013, he was named to the Brand Innovators “40 Under 40.” He is a 1999 graduate of the Wharton MBA program and a 1994 graduate of Cornell University.



John Montgomery is Group M's EVP of Brand Safety, ensuring that client's brands are protected from risks in the digital supply chain and that the digital components of their plans are effective in every region. John has broad experience within WPP, running Media in Ogilvy South Africa and the Ogilvy Group in the Netherlands. In 2015 was appointed as the Chairman of GroupM Connect North America. He speaks regularly on issues such as Audience buying, Brand safety, Digital Inventory Quality and Privacy. He leads The Privacy Task group for 4A's and is co-chairman of the TAG anti-piracy initiative. In 2013, John won a Media All-Star Award from Media Post and in 2018 was acknowledged amongst the “100 people who make advertising great” by the 4A's in the U.S.

GUEST SPEAKERS & PANELISTS (continued)



Bill Harvey is Founder/Chairman at Research Measurement Technologies. He did pioneering work in media optimization, passive peplemeters, set top box data, addressable commercials, machine learning personalized program recommendation, crossmedia ROI measurement at scale, and was the first recipient of the ARF Erwin Ephron Demystification Award. Harvey graduated from Brooklyn College *cum laude* in Philosophy and did post-Bachelor’s work at NYU Graduate School of Business. He predicted the revolution to interactive digital media in his newsletter from 1979-1999, in which he coined the terms “clickstream” and “clickthrough and created the industry’s first privacy principles with 4As, ANA and ARF. His company TRA was first in crossmedia ROI measurement and was acquired by TiVo.

GUESTS



Josh Ezickson is an Associate Director on Interbrand’s New York-based Strategy & Analytics team. Since joining Interbrand in 2017, he has helped oversee significant growth in Interbrand’s analytics practice. With a focus in quantitative analysis, Josh is passionate about leveraging creative techniques to inform brand strategy and investment theses. Josh’s clients, for whom he enjoys solving a diverse set of brand-related challenges, fall largely within the technology, media, and telecommunications sectors. Previously, Josh worked as an analyst at Altman Vilandrie & Co.—a boutique strategy consultancy serving corporate and private equity clients in the TMT industries.

Josh earned his BA in Philosophy from Brown University, where he studied deductive reasoning methods.



Jonathan Knowles is CEO at Type 2 Consulting, where he helps companies improve their financial performance and valuation by defining the brand and reputation dimensions of their business strategy. His articles have appeared in leading management publications such as the Harvard Business Review, MIT Sloan Management Review, Wall Street Journal, Marketing Management, Professional Investor, and Intellectual Asset Management. He received his BA in French and Political Science from Bristol University and his MBA from INSEAD Business School.



Todd Kaiser is an entrepreneur and leader in research analytics, segmentation, concept testing and sales forecasting. His career includes roles as Director of Modeling and Analytical Services at The NPD Group, partner at Product Intelligence, SVP Global Director of Concept Testing and Sales Forecasting at Synovate, VP of Custom Research and Segmentation at The Nielsen Company, SVP NA Research Analytics Copy Testing and Tracking at Ipsos ASI and developed the ANA’s Marketer’s Edge Research program. He obtained his MBA at Pace University, has published in marketing journals and lectured at several colleges and universities. He serves on the CMD Project team.



Rick Muldowney is the Chief Analytics Officer for digm, a boutique agency. He has been a leader in the marketing analytics industry for over 25 years. He’s held senior leadership roles on both client and consulting sides of business solving data-driven business issues including the measurement of marketing initiatives. Rick has lead analytical teams at GE Capital (now Synchrony), ToysRUs and Subway. His education includes a Masters in Mathematics *cum laude* from Syracuse University.

MASB STAFF



Erich Decker-Hoppen, Director of Communication (2015), is a writer and graphic artist who supports the project teams and manages MASB’s websites, social media content and publications. He publishes the MASB News blog, co-leads the MASB Marketing Team, manages the Common Language Marketing Dictionary and is the creator and publisher of the Marketing Term of the Week. He is also Producer/Editor for the MASB Channel on YouTube. He has a BBA in Marketing from the University of Wisconsin-Eau Claire.

MASB PROJECT TEAMS

- Brand Evaluation Standards (BES)
- Brand Investment & Valuation (BIV)
- Common Language Marketing Dictionary (CMD)
- Continuous Improvement in Return (CIR)
- Digital Accountability Research (DAR)

- Emerging Issues Taskforce (EITF)
- Finance in Marketing Education (FME)
- Improving Financial Reporting (IFR)
- MMAP Metric Catalog (MMC)
- Sponsorship Accountability Metrics (SAM)

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