
WHERE MARKETING & FINANCE ALIGN ON MEASUREMENT

August 6 & 7, 2009: MASB held its Summer face-to-face Board Meeting & Summit in Chicago with 31 members, speakers and invited guests. This turnout was 3 times the number participating in the first Summit, and twice the number participating in the most recent Summit.

MASB Chair, David Stewart (UCR), kicked off the event setting the tone for the Summit: "Over the past year, dominance of the finance function has come into question as it has become clear that underlying assumptions do not always hold, that risk cannot be so readily "hedged" away with financial instruments, and that financial returns ultimately must be driven by buyer behavior in markets rather than by deal making. This implosion of the financial sector has created a unique opening for marketing to step into the void and reassert itself at the strategic planning table, by bringing credible metrics and processes for informing investment decisions and for managing risk."

Current State

ANA's EVP, Barbara Bacci Mirque, presented results of the ANA 2009 survey among marketers, concluding, "The current economic conditions... have required marketing and finance to work closer together.

Then Ernst & Young's Matt Brewer added, "All too often finance and operations executives just aren't buying the marketing value proposition, and marketers are the odd ones out.

Fed-Ex Global Finance Director, Jeff Kampsen, weighed in and suggested that MASB is the only forum where Finance and Marketing professionals are gathering to align on measurement and accountability standards.

Future State

MAF President, Meg Blair, highlighted the vision and promise of MASB in the eyes of the CFO: "We'll have great partners & support in the Boardroom as marketing eliminates the ambiguity surrounding their role as forecasters & achievers of consistent growth; We'll have sustained credibility w/The Street as our projections & expectations are in line w/performance, consistently - particularly when performance is based on organic growth at the top line; We'll understand the true "balance sheet" value of our brands as they can be leveraged across categories, boarders & time... to produce future revenues, earnings & cash flows; Company silos will disappear & we'll have better communications & performance across discipline & division...speaking the same language of accountability...tied to financial results.

Call to Action

It has to start sometime, somewhere, and by some bodies. The opportune time is now, the where is MASB, and the bodies are Charter Members & their Representatives. Please join in this seminal marketing initiative.

NEWEST CHARTER MEMBERS & MASB DIRECTORS

During the start-up phase, MASB membership has been targeted to fill the Director, Advisor and Trustee positions. Members added in the latter part of 2009 include Kimberly-Clark, Association of National Advertisers (ANA), Foresight ROI, Blue Marble Enterprises, Mobile Marketing Association and Wharton Business School. Directors coming on board include Randy Bucklin (UCLA), Natalie Mizik (Columbia), Chris Ciccarello (ConAgra), John Lees (Kimberly-Clark), Earl Taylor (MSI), Barbara Bacci Mirque (ANA) and Dave Reibstein (Wharton).

UPCOMING EVENTS

MASB will be featured in a special 90 minute session at the AMA 2010 Winter Educators Conference in New Orleans, February 19-22.

MASB Winter Board Meeting & Summit will be held in Chicago, March 11-12, hosted Starcom Media-Vest Group. See the MASB website for more details.

MASB Summer Board Meeting & Summit will be held in Boston, August 12-13, hosted by MSI.

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