

# to members and friends of **MASB**

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September 2010

## **COCA-COLA JOINS MASB**

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The Coca-Cola Company is the newest Charter member of MASB . . . and Trustees have appointed Mr. Shubu Mitra as a Director of the body.

Shubu is Coca-Cola's Director of Marketing Communication Effectiveness, leading efforts to improve the effectiveness of marketing communication and global initiatives to drive investment productivity. He is deeply involved in developing Coca-Cola's approach to Integrated Marketing Communication and plays a leading role in developing and globally deploying tools and processes to plan, measure, and improve marketing communication performance.

Prior to joining Coca-Cola, Shubu was a consultant with McKinsey & Company and worked with several global clients on brand growth strategy and marketing productivity projects.

The Coca-Cola Company has joined MASB Charter members ConAgra Foods and Kimberly-Clark as the three marketers participating in the CLV for CPG Project, bringing MASB Founding member Starcom MediaVest Group onto the Project Team with them.

Shubu is also interested in the Interactive Project and will help connect MASB with the appropriate marketing and finance professionals in his company to consider participation in the two Game Changing Projects - the cornerstones of the Next 3 Year Plan: I. FASB/MASB Partnership for Aligning GAAP and MMAP and II. Branding Investment Model & Discipline.

The Marketing Accountability Standards Board (MASB) is the independent, private sector, self-governing body authorized by its membership constituency to establish marketing measurement and accountability standards across industry and domain, for continuous improvement in financial performance and for the guidance and education of business decision makers and users of performance and financial information.

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