

December 2012

FRITO LAY JOINS MASB, FORBUS BRINGS FINANCE PARTNER ALONG

Pam Forbus has joined MASB on behalf of [Frito Lay](#), a division of PepsiCo, bringing her finance accountability partner, Melissa McKerracher, along with her. Trustees have appointed Pam to MASB Director and Mel to Advisor.

After participating on the Marketing & Finance “Pairs” Panel at the MASB Summer Summit, Pam and Mel provided the following feedback:

“We’re not alone in the fight to elevate marketing...the MASB initiative is ambitious...we believe we can help shape the agenda based on our learning and expertise.” (Pam)

“It made me proud of the collaboration that Pam and my teams have built to hold ourselves accountable, and it highlighted the value of external networking to elevate our work...we can always learn more.” (Mel)

Pam is VP, Strategic Insights, and Mel is Sr. Director, Brand Finance, for Frito-Lay.

WINSPER JOINS ADVISORY COUNCIL

On behalf of his company, [Winsper](#), Jeff Winsper has joined MASB and Trustees have appointed him to the MASB Advisory Council.

“In this position, I can contribute my experience to help marketing and finance professionals continue to find common ground on a set of standards that in the end, rationalizes the business case for marketing investments and improves the company’s bottom line.”

About MASB

MASB is the independent, self-governing, cross-industry forum where Marketing and Finance agree on measurement for creating firm value.

website: www.theMASB.org | contact: info@theMASB.org