

UNIQUE OPPORTUNITY FOR MARKETING & FINANCE PARTNERSHIPS

Marketing and finance professionals are working together internally on accountability initiatives, with varying structures and progress. The MASB 2012 Summer Board Meeting and Summit highlighted this relationship, featuring a panel including four marketing and finance “pairs” from Kimberly-Clark, Time Warner Cable, Frito-Lay, and ConAgra Foods. One of the panelists noted: “We have many opportunities to network & benchmark “best practices” with other marketing professionals (MSI, ARF, ANA, etc) but MASB is the only forum where we can network and learn from other marketing and finance accountability “pairs” across industry, focusing on our common goal of creating value...through better measurement for assessing, forecasting, budgeting and achieving profitable growth more efficiently and consistently over time.”

About MASB

The Marketing Accountability Standards Board (MASB) is the independent, private sector, self-governing body where marketing & finance align on measurement for reporting, forecasting and improving financial returns from buyers in markets short-term and over time . . . operating exclusively for charitable, educational, scientific, and literary purposes . . . a 501 (c) (3) non-profit.

If you would like more information about joining MASB, please call or email:

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