

## **GM JOINS MASB, EBEN TO DIRECTOR**

On behalf of General Motors, Karen Ebben has become a Charter Member of MASB and been appointed a MASB Director by Foundation Trustees.

After attending the MASB Summit in Chicago, Karen provided the following feedback:

*“What MASB is doing is vital to moving Marketing ahead. The need for quantifying the contributions of marketing and accountability for the discipline overall is continuing to grow with no end in sight. Partnering with the Financial/Accounting folks will be extremely beneficial in providing credibility as well as rigor and standardization to the measurement and attribution activities.”*

Karen is Director, Global Analytics & Marketing Effectiveness at GM.

## **FINANCE REPS JOIN ADVISORY COUNCIL, ENGAGE IN BIV PROJECT**

Marketing & Finance pairs participated in a panel at the Summit to describe their marketing-finance alignment on accountability initiatives. Following the Summit, Directors of Finance Shane Scaramuzzi (ConAgra) and Bill Bane (Kimberly-Clark) joined the MASB Advisory Council (MAC) and the Brand Investment and Valuation Project (BIV) Team.

Scaramuzzi described the importance of the project for his company: “Finance is yearning to identify metrics that will predict market results . . . so he can manage marketing spend . . . and determine where to invest for desired financial results.”

### **About MASB**

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