

to members and friends of **MASB**

October 2011

UNIVERSITY OF TEXAS AT AUSTIN JOINS MASB

We are pleased to announce that [McCombs](#) School of Business, University of Texas at Austin, is a new Charter Member of MASB. UTA's Dr Leigh McAlister will be taking a seat on the MASB Advisory Council (MAC) and will co-lead the Improving Financial Reporting Project (formally known as the MASB/FASB Partnership Project). The Project Team will be embarking on a study regarding Brand Valuation among financial analysts, in partnership w/the Certified Financial Analysts Institute ([CFAi](#)).

Leigh McAlister is the Ed and Molly Smith Chair in Business Administration and Professor of Marketing at the McCombs School of Business. She served as director of the Marketing Science Institute from 2003–2005. Her areas of expertise include consumer behavior, marketing models, and marketing strategy. Her current research focuses on the impact of marketing on firm value.

IAB JOINS MASB

We are pleased to announce that the Interactive Advertising Bureau ([IAB](#)) is a new member of MASB. Sherrill Mane, Senior Vice President of Industry Services, will take a seat on the MASB Advisory Council (MAC) and will serve on the BIV.MarCom Project Team. The BIV.MarCom Team includes representatives from Industry Association members of MASB (ANA, 4As, ARF, MSI and AMA) along with reps from Wharton, Columbia and CoreBrand. The Team objective is to “Effectively Clarify & Communicate the Operational Importance of the Brand Investment & Valuation Project to all constituencies.”

ADVISORY COUNCIL FORMED

From conception, the plan for MASB was to evolve to a structure having a Board with a Chair and 16 Directors, and an Advisory Council with a Chair and 18 or more Advisors. Formation of the Advisory Council was announced by its Founding Chair, Dr Dominique Hanssens, at the Summer Summit in Chicago, and began functioning on October 1, 2011, with over a dozen Founding Advisors. The role of advisors will be to consult the MASB on specific projects, technical issues, selection & organization of project teams and other issues as needed, based on relevant knowledge, experience and interests.

NIELSEN REPRESENTATION

We are pleased to announce that Neil Canter, President Global Analytical Consulting, will take the Nielsen Director seat on the MASB Board and Bill Moulton, President Media Analytics, will join the MASB Advisory Council.

Carl Spaulding will remain an Interim Trustee and as co-lead of the Common Language Project Team, and Paul Flugel will remain a Director At-Large.

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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