

A word cloud graphic set against a white circular background with a blue border. The words are arranged in a dense, overlapping manner, with 'Shape the Future' and 'Zeitgeist' being the most prominent. Other visible words include 'Scientific', 'Research', 'Right People', 'Without Compromise', 'Best Practices', 'Unassailable Truths', 'Business', 'Credibility', 'Rigorous', 'Networking', 'Proven', 'Connections', 'Learning', 'Exposure', 'Thrive', 'Together', 'Peer Driven', 'Visibility', 'Unique Insights', and 'Business'.

Scientific  
Peer Driven  
Visibility  
Research  
Right People  
Networking Proven Connections  
Shape the Future  
Together Zeitgeist Learning Exposure  
Without Compromise  
Business  
Best Practices  
Unique Insights  
Unassailable Truths  
Credibility  
Rigorous

# MMA Member Insights, Programs and Benefits Menu

November 2020

*"No one has the IP  
depth the MMA  
does"*

MMA Board member

*"I don't know MMA does it,  
but you come up with  
topics I don't hear  
anywhere else, and they  
matter to me"*

MMA Board member CMO

# **MMA: Architecting the Future of Marketing while Relentlessly Delivering Growth Today!**

The interaction between consumers and brands has been forever changed by the revolution that was kicked off by mobile – marketing is now closer, personal, powerful and pervasive. We have a once-in-an-era transformation in the relationship between marketers and their customers.

This marketing and communications insurgency we have all experienced is about to further explode with the future of 5G, AI, and other emerging technologies.

The MMA, led by marketers, leads this imperative for marketing change – in ways that shape the future and drive business growth today.

# What makes MMA unique and powerful

## MMA Manifesto

At the MMA, we believe the best way to **thrive** —and the only way to **survive** — is to capture this **zeitgeist NOW** by **aggressively** adopting proven, **peer-driven** and **scientific** best practices, without compromise.

In all that we do, we are committed to bringing the right **people together** to **challenge** the status quo and provide a **path forward**.

We **invest millions** of dollars in **rigorous research** to arm marketers with unassailable **truths** and actionable **tools**.

## MMA Key Insights & Think Tanks

### 4. MARKETING RISK MANAGEMENT

*Staying one step ahead of risks like ad fraud & unsafe content*

### 1. MARKETING ORG FRAMEWORKS & BENCHMARKS

*Organizing capabilities for growth*

### 2. MARKETING IMPACT & PRODUCTIVITY

*Maximizing the impact of our media \$*

### 3. MARKETING DATA & ATTRIBUTION

*Managing data application & ensuring accountability in marketing*



## How We Deliver

### LEARNING

Schedule Presentations, Consultations, and More



### INSIGHTS

Download Whitepapers, Guidance & Trend Reports, Benchmarks, & More



### NETWORKING

Connect through Virtual Events, Member Committees, & More



### ASSESSMENTS & TOOLS

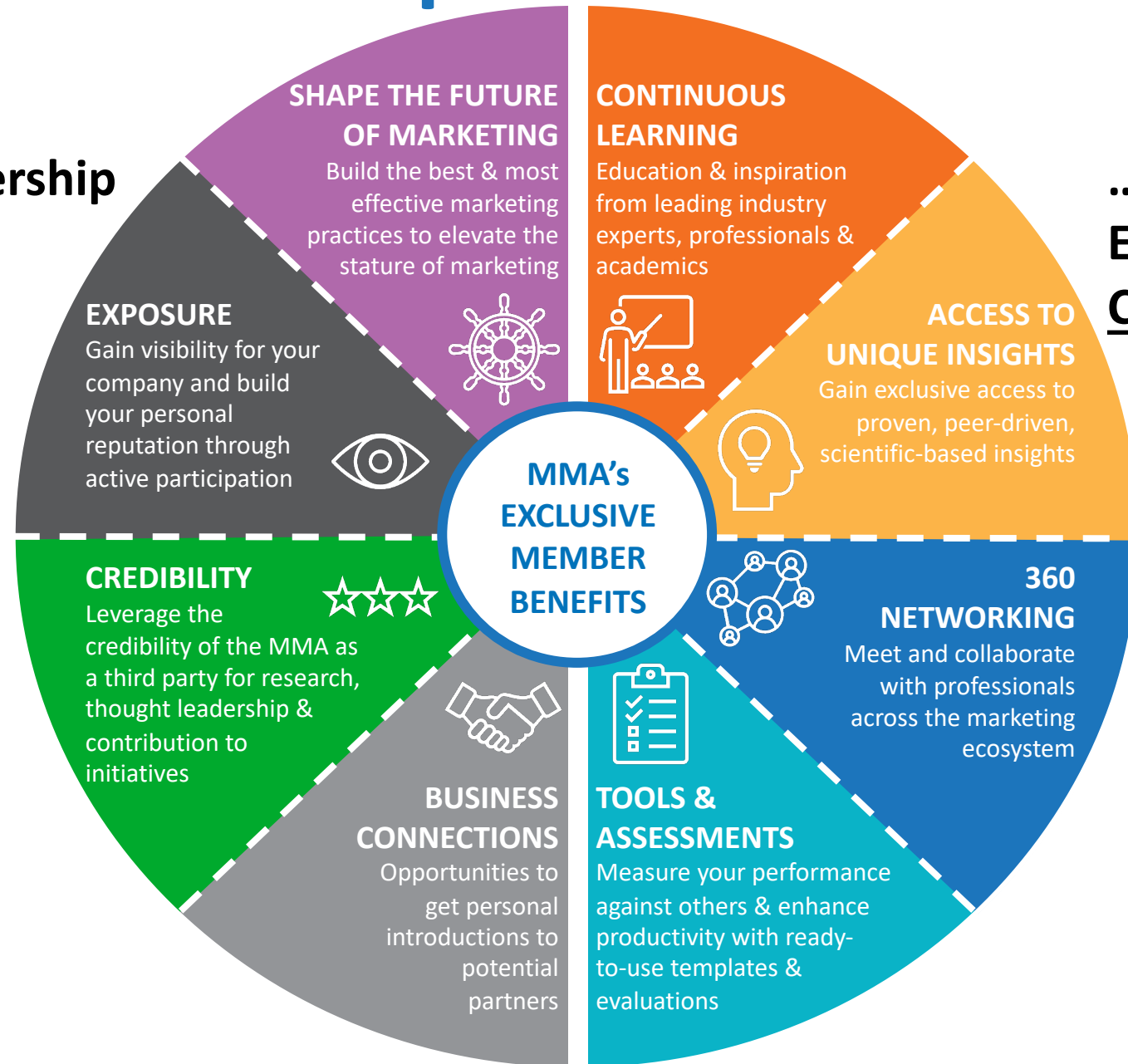
Benchmark your performance, Use ready business templates, & More



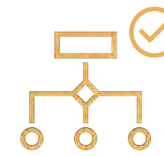
# MMA Membership Benefits



**MMA Membership  
Has Its  
Privileges...**



**...while MMA Programs  
Empower Your  
Career & Company!**



### MOSTT Vision

To provide CMOs with marketing organizational dynamics that are proven to drive business growth, operational effectiveness and closer customer engagement in today's dramatically changing consumer and technology environment.

### MOSTT Mission

MOSTT drives marketing org thought leadership and facilitates the development of, tools benchmarks and best practices needed to improve financial outcomes from marketing activities and allows the modern marketing orgs to capitalize on the dramatic changes in consumer behavior, technology innovations inherent in the age of mobile.

**MOSTT** is a partnership between the MMA Board of CMOs and B-School Professors and marketing practitioners to rethink marketing org measurement and make the practice of getting org right more quantifiable. Three years in development.

#### Academic Team

Dr. Omar Rodríguez-Vilá  
Associate Professor Marketing  
Emory University

Dr. Neil Morgan  
Professor of Marketing  
Indiana University

Dr. Sundar Bharadwaj  
Professor of Marketing  
University of Georgia

Shubu Mitra  
Former Coca-Cola Co. &  
McKinsey

### Key Topics

- Marketing Org Frameworks
- Insourcing vs. Outsourcing
- Marketing Org Measurement
- Customer Value Equation

### Extracting Value

- Presentations
- Whitepapers
- Team Assessments
- Consulting
- Connections

### Developed as Part of MMA's

**MOSTT**  
MARKETING ORGANIZATION STRUCTURE THINK TANK

[mmaglobal.com/mostt](http://mmaglobal.com/mostt)

### Testimonial

*"I've seen a 1,001 of these (org) frameworks and this is one of the clearest ever."*

CMO of Major CPG

### Questions Answered by MOSTT

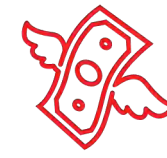
- How should marketing organizations adapt to the needs of the new marketing and consumer environment?
- How can we customize our own marketing org to achieve maximum growth?
- How do we best organize our capabilities in the new post covid world?
- What are the trends and practices in marketing insourcing and outsourcing?

Supported by



Developed by





### Vision

To increase the impact and productivity of marketing, by providing irrefutable scientific data and research that support decision making by answering the toughest questions in marketing.

### Mission

To develop new methodologies, mobilize industry resources and execute flawless, transparent and peer reviewed research that supports the MMA members and pushes the industry forward.

**Impact & Productivity** is about large scale, consortium-based industry-wide research that addresses the most challenging questions in marketing. It includes multi-million-dollar studies in areas of attribution (SMoX), advertising cognition (FSS) and more.

### Partners

Over 20 media publishers in video, display, search, programmatic, digital audio, location targeting, social media, news, endemic sites and more.

Industry leaders in advertising research like the ARF (Advertising Research Foundation), MSI, academics, as well as leading companies in advertising research like Marketing Evolution, Media Science, & Neurons Inc.

### Key Topics

- Modern Marketing Mix
- Neuroscience of advertising
- Time impact on consumer impact
- Marketing in Recession
- Marketing Growth Models

### Extracting Value

- Presentations
- Whitepapers
- Technical Guides
- Connections

### Developed as Part of MMA's

SMOX, Cognition, Brand as Performance, and other

[mmaglobal.com/research](http://mmaglobal.com/research)

### Testimonial

*"I don't know how the MMA does it, but you come up with insights I don't hear anywhere else and they matter to me!"*

CMO of Insurance Co.

### Questions Answered Here

1. How should our marketing approach adjust to the new reality of covid and the economy in 2020?
2. What are the best frameworks for brand growth and how can we achieve maximum multi-year returns?
3. Which planning approach yields better results? Should we plan for reach or impact?
4. What do we know about the modern marketing mix based on research?
5. What is the role of viewability and what does it mean for creative?

Five years of Marketing Studies with







### MATT Goals

- 1. Measurable Impact and Accountability:** We aim to replace outdated reach-based models with scientific ROI decision making.
- 2. People-Based Approaches:** We believe that the future of marketing will be people-based, and therefore the future of marketing measurement must be people-based as well.
- 3. Media Measurement:** We are committed to help marketers select and apply Multi-Touch Attribution (MTA) with confidence

### DATT Goals

- 1. Future of the Data Ecosystem**  
Sharing perspective, research and insight on major trends – including the future of the cookie/device ID, data privacy regulation, and changes in the supply and demand for data
- 2. Data Capabilities**  
Providing guidance and education to help marketers build world-class data capabilities and innovation in their marketing organization
- 3. Data Investment ROI**  
Helping senior marketers with frameworks, models and thought-leadership to measure, understand and justify their investment in data technology, data assets and data-targeting applications

### Marketing Data & Attribution is comprised of two Think Tanks:

**MATT** (Marketing Attribution Think Tank), a group of marketing and analytic leaders dedicated to creating tools that help marketers “select and apply MTA with confidence”, driving growth through proper allocation of marketing dollars.

**DATT** (Data Attribution Think Tank), a community of marketing and data experts committed to pushing forward thought leadership and practical insights specific to data and how marketers can leverage it as we define a modern marketing organization centered around data (In Development)

#### Partners

Joel Rubinson

MMA MTA Expert & President  
Former Chief Research Officer, The ARF

MATT Group

80+ Analytics experts at major marketers

### Key Topics

- Attribution
- Measurement
- Identifiers
- Data Sharing
- Targeting
- Location Data
- Data Maturity Frameworks

### Extracting Value

- Presentations
- Whitepapers
- Webinars
- Benchmarks
- Assessments
- Templates
- Connections

### Developed as Part of MMA's

**MATT**  
MARKETING ATTRIBUTION THINK TANK  
[mmaglobal.com/MATT](http://mmaglobal.com/MATT)

**DATT**  
DATA IN MARKETING THINK TANK  
[mmaglobal.com/DATT](http://mmaglobal.com/DATT)

### Testimonial

*“The MMA’s work in MTA saved us 6-months of work and would have doubled in getting it right the first time”*

#2 in Marketing at Bank

### Questions Answered by MATT

1. What are the latest challenges that attribution practitioners are dealing with?
2. What is MMA’s POV on our own issues relating to MTA?
3. What are the key steps and best practices to adopt MTA and make the most of it?
4. What are the steps we need to take to improve how we manage our marketing data?
5. How can we maximize the value of location data in our organization?

### Developed by MATT members





### Key Goals

- Fraud Council:** help our members stay ahead of Mobile marketing fraud. Specifically, the mission of this committee is to help marketers: Assess and self-diagnose and understand their exposure to fraud; Combat fraud by providing education regarding the various types of fraud and the solutions available; and Evaluate the impact of their efforts.
- Brand Safety Council (SAVE):** marketer-led Future of Brand Safety Council created to ensure safeguards for brands in all marketing environments. The Council will develop processes, programs, benchmarks, and measures to protect your brand's reputation and marketing investment.

**Marketing Risk Management Initiatives (Brand Safety Council-SAVE & The Mobile Fraud Council)** are about *helping* members stay ahead of emerging challenges associated with the complexity of the new marketing environment and *combating* risks that threaten brand reputation or hurt marketing productivity.

### Thought Leaders & Academics

Terri Schriver  
SVP Enterprise Media  
Bank of America

Lauren Radcliffe  
Former VP Media,  
E\*TRADE

Andrew Stephens  
Associate Dean of Research & Professor of  
Marketing at University of Oxford

Kevin Frisch  
VP Integrated Marketing  
Intuit (formerly Uber)

### Key Topics

Brand Safety  
Mobile Fraud  
Duration Weighted Imps

### Extracting Value

Presentations  
Whitepapers  
Team Assessments  
Consulting

### Developed as Part of MMA's

# SAVE

[mmaglobal.com/SAVE](http://mmaglobal.com/SAVE)

**III MOBILE FRAUD COUNCIL**

[mmaglobal.com/future-of-mobile-fraud-council](http://mmaglobal.com/future-of-mobile-fraud-council)

### Testimonial

*"I am getting invaluable peer perspective and tools I can use"*

Head of Acquisition Media

### Questions Answered:

1. What best practices exist to assess the risk of brand safety and stay ahead of this challenge?
2. What should our CMO know about mobile Fraud?
3. What is the risk of mobile attribution fraud for our company?
4. What is the exact level of attribution fraud in our campaigns?

Developed by



UNIVERSITY OF  
OXFORD

E\*TRADE



BANK OF AMERICA



Chobani



JPMorganChase



SAMSUNG

UBER







# MMA Global



## LATAM

## EMEA

## APAC

### Board Members




















































### Events

- [Brazil Impact Forum](#)
- [Brazil Innovate](#)
- [Argentina Impact](#)
- [Argentina Innovate](#)
- [Mexico Innovate Forum](#)
- [Mexico Impact](#)
- [Columbia Summit](#)
- [Chile Summit](#)
- [Miami Summit](#)

- [Dubai Forum](#)
- [London Impact](#)
- [Germany, Dmexco](#)
- [Madrid Impact](#)
- [Istanbul Impact](#)
- [Johannesburg Impact](#)
- [Paris Forum](#)

- [Indonesia Impact](#)
- [Indonesia other](#)
- [Shanghai Impact](#)
- [India Impact](#)
- [Vietnam Impact](#)
- [Vietnam CCS](#)
- [Vietnam other](#)

# MMA Global Board of Directors

Exec Comm	 <b>Deborah Wahl</b> Global Chair Global Chief Marketing Officer	 <b>Carolyn Everson</b> Global Secretary VP, Global Mktg Solutions	 <b>Jack Philbin</b> Exec Comm at Large Co-Founder & CEO	 <b>Karin Timpone</b> Chair Emeritus Former Global Marketing Officer	 <b>Luis Di Como</b> Chair Emeritus EVP, Global Media	 <b>John Costello</b> Global Chair Emeritus Former President, Global Marketing & Innovation	 <b>Stephen McCarthy</b> Global Treasurer President & CFO	 <b>Greg Stuart</b> MMA CEO	 <b>Jill Baskin</b> Chief Marketing Officer	 <b>Lynne Biggar</b> EVP, Chief Marketing & Communications Officer
	 <b>Stephanie Buscemi</b> EVP & Chief Marketing Officer	 <b>Mary Hines Drosch</b> Chief Marketing Officer	 <b>Ayesha Gilarde</b> Chief Marketing Officer	 <b>Jay Jaffin</b> Chief Marketing & Digital Officer	 <b>Amardeep Kahlon</b> VP, General Manager, US Nutrition	 <b>Ann Lewnes</b> Executive VP & Chief Marketing Officer	 <b>Bob Lord</b> SVP, IBM, Cognitive Applications, Blockchain and Ecosystems	 <b>Joanna Lu</b> VP of Marketing, Greater China & Korea	 <b>Vineet Mehra</b> Global CMO, Walgreens Boots Alliance & Chief Customer Officer, Walgreens	 <b>Thomas Ranese</b> VP, Global Marketing
	 <b>Alicia Tillman</b> Global Chief Marketing Officer	 <b>Dara Treseder</b> SVP, Head of Global Marketing & Communications	 <b>William White</b> Chief Marketing Officer	 <b>Telisa Yancy</b> COO	 <b>Wanda Young</b> Chief Marketing Officer	 <b>Angela Zepeda</b> Chief Marketing Officer	 <b>Jodi Allen</b> Former EVP & Chief Marketing Officer	 <b>Suzy Deering</b> Former Global Chief Marketing Officer	 <b>Kellyn Kenny</b> Former Global Chief Marketing Officer	 <b>Rebecca Messina</b> Former Chief Marketing Officer
	 <b>Janet Balis</b> Americas Customer and Growth Market Leader and Marketing Practice Leader	 <b>Rita Ferro</b> President, Disney Advertising Sales	 <b>Greg Glenday</b> CEO	 <b>Jeremi Gorman</b> Chief Business Officer	 <b>Elizabeth Herbst-Brady</b> VP, Head of North America Sales & Global Client Solutions	 <b>Jon Kaplan</b> Chief Revenue Officer	 <b>Jeff Lucas</b> Former VP of North America Sales & Global Client Solutions	 <b>Charles Manning</b> President & CEO	 <b>Sarah Personette</b> VP, Global Client Solutions	 <b>Ted Prince</b> President, Analytic Solutions
	 <b>Scott Rosenberg</b> SVP & GM Platform Business	 <b>Allan Thygesen</b> President, Americas	 <b>Antonio Tomarchio</b> Founder & CEO	 <b>John Trimble</b> Chief Advertising Revenue Officer	 <b>Linda Yaccarino</b> Chairman, Global Advertising & Client Partnerships	 <b>Louis Paskalis</b> NA Regional Rep. SVP Enterprise Media Executive	 <b>Alberto 'Banano' Pardo</b> LATAM Regional Rep Founder & CEO	 <b>Gustavo Aguiar</b> LATAM Regional Rep Director Marketing Transformation and E-commerce Latam	 <b>David Porter</b> APAC Regional Rep VP, Global Media APAC & Africa	

**In total, MMA has 50+ pieces of Intellectual Property that re-define core elements of *Modern Marketing*.**

- Elements that are based on facts, data and science to support marketers to make *better decisions more quickly*.
- MMA is '*creating new knowledge, not just doing journalism*'.

***MMA invites you to join, learn, debate, or make MMA prove it. Better yet, work with us to to make marketing more powerful.***

Scientific  
Peer Driven  
Visibility  
Research  
Right People  
Networking Proven Connections  
Shape the Future  
Together Zeitgeist Learning Exposure  
Thrive Without Compromise  
Business  
Best Practices  
Unique Insights  
Unassailable Truths  
Credibility  
Rigorous

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