

## A MESSAGE FROM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER AT IIMP<sup>®</sup>

Dear Fellows,

Happy new year to all IIMP<sup>®</sup> members, volunteers and advisory teams. I am delighted to see the inauguration of the IIMP<sup>®</sup> Newsletter. Indeed, it is envisioned as a crucial communication platform that will deliver timely and useful information updates.

I am satisfied with IIMP's progress in a number of areas including publishing the IJMPP journal, developing and implementing the CMMP<sup>®</sup> designations, partnering with education institutions, establishing alliances with major marketing congresses around the globe and developing Internationally Accepted Marketing Standards.

Pursuant to establishing comprehensive advisory boards and councils, the need for organizing a functional global network of marketing professionals was strongly felt. Consequently, we started working towards building country level teams with a focus to assign country managers, regional directors, and vice presidents to the task of targeting marketers in each market. I am happy to share that currently IIMP<sup>®</sup> has country managers in over 50 countries and other supervisory roles in a number of zones.

We have been working towards building a strong IIMP<sup>®</sup> team that will have connectivity to the entire world in order to facilitate advancement of the marketing community. I commend the dedication and contribution of all team members whom have made it possible thus far.

All the best,

**Nisar Butt, MBA, DBA (Marketing) Scholar**  
President and Chief Executive Officer  
International Institute of Marketing Professionals  
nbutt@theiimp.org

## INTERNATIONAL JOURNAL OF MARKETING PRINCIPLES AND PRACTICES

The International Journal of Marketing Principles and Practices (IJMPP) is a high quality scholarly publication of leading and innovative information in the areas of marketing, which is envisioned to be a vital tool for the benefit of marketers worldwide.

[Learn More..](#)

## CALL FOR PAPERS FOR IJMPP MARKETING JOURNAL

The International Journal of Marketing Professionals (IJMPP) enables members of IIMP<sup>®</sup> to publish their work regarding marketing academia or practice. The Journal publishes articles in all areas related to current marketing issues, with a special focus on management implications, either based on qualitative or quantitative research. The Journal also accepts cases based on empirical and interpretive research accompanied with a thought provoking discussion of the results.

**Explore the IJMPP Journal including author guidelines to submit articles: [Learn more..](#)**

## **IIMP<sup>®</sup> LAUNCHES ITS NEWSLETTER**

**Dear Marketers,**

The International Institute of Marketing Professionals (IIMP<sup>®</sup>) is an independent not-for-profit professional international marketing association which develops and advocates international standards within the marketing field to be recognized on a global level. IIMP<sup>®</sup> is a pioneer in its leadership and strategic approach towards issuing marketing designations to individuals who have met specific qualifications through their education and work experience in the marketing arena.

The upheaval in the field of Marketing due to the fast pace of globalization needed to be addressed. IIMP<sup>®</sup> took that phenomenon fully into consideration by having the widest advisory network throughout the world (with 192 countries represented). Thus, it aims to disseminate best practices, best tools, and the best research from around the world in the field of Marketing to be used by marketing practitioners and academics.

The newsletter of the IIMP<sup>®</sup> has been created to match the needs and expectations of anybody involved in the field of Marketing. Therein, it will be a global forum about the latest advancements in the marketing field, propose jobs, and include news about IIMP<sup>®</sup> activities and services among others.

Sincerely,

**Christophe Bisson, Ph.D**

President of the Internationally Accepted Marketing Standards Board

Kadir Has University, cbisson@khas.edu.tr

### **IAMS Board Represents G-20**

The development of Internationally Accepted Marketing Standards is led by the Internationally Accepted Marketing Standards Board which represents the G-20 countries; the IAMS Board members include senior academic leaders from reputable business schools and Chief Marketing Officers from major corporations whom are dedicated to contribute to the advancement of the marketing community.

[Learn More..](#)

### **IIMP<sup>®</sup> Network in 158 Countries**

The IIMP<sup>®</sup> has the most widely reaching advisory network throughout the world. The International Advisory Council for the Marketing Profession (IACMP) currently represents 158 countries, including a broad cross-section of academic leaders, consultants and business professionals with extensive expertise in the marketing field. Each of these council members represents a different country expressing a wide ranging set of views.

[Learn More..](#)

## ORGANIZATIONAL CHANGES AT THE MARKETING & COMMUNICATION TEAM

The IIMP<sup>®</sup> is introducing an expanded Marketing and Communications Committee which will handle all of the marketing functions for the organization.

The Marketing and Communications Committee directive is to identify market opportunities and customer segments for the organization to target while building the organizations deliverables and bringing them to market. The Committee will have a four part directive:

- 1) **Brand Management** which is responsible for developing the IIMP<sup>®</sup> designation strategy and managing all aspects of the various IIMP<sup>®</sup> associated brands;
- 2) **Product Development** which is responsible for finalizing IIMP<sup>®</sup> offerings and bringing those products and services to a marketable state;
- 3) **Communications** for IIMP<sup>®</sup> stakeholders both internally and externally with marketing professionals, academics and students, as well as the IIMP<sup>®</sup> staff, committee members, editorial boards and advisors; and
- 4) **Market Planning and Research** which is responsible for consumer and market planning and research to support the marketing of the IIMP<sup>®</sup>.

### Current Vacant Positions:

There are vacant positions in the areas of product development, brand management, marketing communications and marketing planning and research at various levels including Vice-President, Associate Vice-President, Director, Associate Director and Manager.

[Learn more..](#)

## The IIMP<sup>®</sup> Newsletter

The International Institute of Marketing Professionals (IIMP<sup>®</sup>) is introducing exclusive membership quarterly newsletter. Members will receive exclusive information about marketing standards, IIMP<sup>®</sup> work in Committees, development and progress in marketing academia sphere and practices, exclusive membership benefits etc. All members are welcome to contribute the news or progress updates to:

[newsletter@theiimp.org](mailto:newsletter@theiimp.org)

## AUTHORIZED EDUCATION CENTRES PROGOGRAM WORLDWIDE

The Academic Accreditation Committee (AAC) at IIMP<sup>®</sup> has formed the Authorized Education Centres Program that consists of two major areas which includes the CMMP<sup>®</sup> Pre-Admission and Post-Admission Programs for recognizing and authorizing educational institutions worldwide. The two major areas have been divided into the following five categories in terms of recognizing or accrediting educational institutions and exam centres worldwide to enable them to provide education and training programs required for candidates to enter and successfully achieve CMMP<sup>®</sup> designations. These Categories are as follows:

1. IIMP<sup>®</sup> Recognized Educational Institutions (REI)
2. IIMP<sup>®</sup> Accredited Educational Institutions (AEI)
3. IIMP<sup>®</sup> Certified Study Centres (CSC)
4. IIMP<sup>®</sup> Professional Training Centres (PTC)
5. IIMP<sup>®</sup> Authorized Exam Invigilation Centres (AEIC)

[Learn more..](#)



No business around the world, can afford to ignore the importance of marketing. Large business or small, non-profit organization or industrial product manufacturers, CMMP<sup>®</sup> designation holders can effectively contribute to any business sector.

[Learn More..](#)

## **NEW MEMBERS AT IIMP<sup>®</sup> ARE WELCOME**

With the expansion of the Marketing Communications Committee, several new opportunities for volunteers are currently available. Applications will be accepted from Vice-Presidents, Directors, Brand Managers, New Product Development Managers, Advertising and Marketing Communications Managers, Digital Communications and Development Managers. Open marketing support functions include market planning and consumer research, internal and external marketing communications, social media marketing, advertising, and public relations.

If you would like to recommend your marketing professionals acquaintance for the role of volunteers for the Committee, please invite them to visit the IIMP<sup>®</sup> website to [Learn more..](#)

## **DR. DALIA KRIKSCIUNIENE IS THE NEW EDITOR-IN-CHIEF OF THE IJMPP**

Dr. Kriksciuniene has led the next upcoming issue of the IJMPP Journal that is now with graphic designers and will be released soon. Here is Dr. Kriksciuniene's brief bio:

Dr. Dalia Kriksciuniene, Editor-in-Chief of the IJMPP Journal and Member of the International Advisory Council for the Marketing Profession (IACMP), is the associated professor, dr. of the Department of Informatics of Vilnius University in Lithuania, She's got her Diploma of engineer-mathematician at Kaunas University of Technology (Lithuania), and the degree of doctor of social sciences (management and administration) in 2004 at University of Management and Economics (Lithuania).

Dalia Kriksciuniene is the member of the International Advisory Council for the Marketing Profession (IACMP). She published numerous articles, where about 20 of them have been presented in the international conferences and included to publications, indexed by Thomson Scientific database, Springer, IEEE and other scientific databases.

Dr. Kriksciuniene served as program committee chair of the scientific workshops and streams, organized in conjunction with many prestigious scientific conferences; Dalia has experience as member of editorial and program committees, reviewer and sessions chair at international scientific conferences. She's got her experience of professional practice in the positions of Marketing and information systems manager at Baltic Clipper Ltd. (1994-2000) and director of J. Masiulis Ltd. Bookstore "Knygu aleja" (2001-2004).



## INTRODUCING NEW IIMP® MEMBERS

IIMP® is excited to introduce you to new members who will take over the responsibilities in different departments and projects to help develop and manage the strategy of IIMP®.

### New Appointments at IIMP®:

- **Abu Sufian Mohammad Khaled**-Brand Manager for Services
- **Afiya Holder**-Country Manager for Trinidad and Tobago
- **Angela La Gamba**-Director, Marketing & Communications
- **Aqeel Shahzad**-Social Media Manager
- **Biplob Ghosh Rahul**-Senior Brand Manager - Products
- **Carina Eve Cole**-Regional Director for European Union Area-2
- **Carvalho Pedro**-Vice President Business Strategy
- **Dr. Claudia Cacia**-Vice President Global Alliances for Europe
- **Dr. Dhiraj Sharma**-Director, Academic Accreditation
- **Dr. Fernando Brom**-Country Manager for Argentina
- **Dr. M. Tariq Intezar**-Editorial Board Member, IJMPP Journal
- **Dr. Mandeep Singh**-Brand Manager
- **Dr. Mohammad Nategh**-Country Manager for Iran
- **Dr. Nancy (Engelhardt) Furlow**-VP Academic Accreditation
- **Dr. Roudaina Houjeir**-AVP Conferences and Awards
- **Dr. Roudaina Houjeir**-AVP Academic Accreditation
- **Dr. Vasanth Kiran Sr.** Brand Manager
- **Dr. Zafer Oter (Oeter)** Associate Regional Director, Europe (T038) at Global Alliances Team
- **Emmanuel Olusola Sosanya**-Product Development Manager
- **Fabio Marconi G de Arruda**-Market Planning Director
- **Farida Mahfooz**-Manager Twitter
- **Linda Martin**-Strategy Advisor, Marketing & Communications
- **M. Faisal Hasnain**-Services Development Manager
- **Md. Imdad Hossain Khan**-Brand Manager
- **MD. Saiful (Islam) Chowdury**-Country Manager for Qatar
- **Md. Zahir Uddin Arif**-AVP of Conferences & Awards
- **Mohsen Roshanzamir**-Associate Country Manager for Iran
- **Muhammad Fasieh**-Country Manager for Pakistan
- **Muhammad Sayem**-Senior Education Manager
- **Muzeyyen Isler**-Country Manager for Turkey
- **Prof. Robert E. Dratwa**-Senior Member, Academic Accreditation

## ACADEMIC ACCREDITATION TEAM NEEDS NEW VOLUNTEERS

The Academic Accreditation Committee (AAC) at IIMP® is responsible for planning, directing, administrating and evaluating the educational institution's general education and transfer disciplines. The AAC is seeking new volunteers to join the following esteemed teams:

1. Accreditation Program Development Team
2. Academic Program Development Team
3. Institutional Communication Team
4. Accreditation Administration Team
5. Education Promotional Team

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- **Ron Caughlin**-Senior Vice President Global Alliance
- **Sandra Pedro**-Public Relations Manager
- **Shah Md. Imran**-Market Research Manager
- **Sofia Pérez**-Senior Market Planning Manager
- **Soumaya Askri Jendoubi**-Country Manager for Tunisia
- **Spela Selak**-Social Media Manager
- **Talal Noghnogh**-Country Manager for Syria
- **Tina Šegota**-Senior Public Relations Manager
- **Toma Roxana**-Country Manager Romania
- **Ulviyya Akbarova**-Country Manager for Azerbaijan
- **Usama Awan**-Education Partner Manager for Pakistan
- **Vince Ferraro** Strategy Advisor, Marketing & Communications
- **Werner Koegelenberg**-Country Manager, South Africa

View a full list of all IIMP® team members: [Learn More..](#)

If you are interested in joining the volunteer teams at the IIMP®, please visit our website and indicate the committee and volunteer position title that you intend to join when completing the application: [Learn More..](#)