

PRESS RELEASE



Host by Momentum & Knowledge@ Wharton, Wharton School of the University of Pennsylvania

IIMP® partners 2nd Annual Customer Centricity Summit

International Institute of Marketing Professionals (IIMP®) partners second Annual Customer Centricity Summit, hosted by Knowledge@Wharton's Wharton School of the University of Pennsylvania, on December 9th and 10th, at Le Méridien San Francisco, California, USA.

Toronto, Canada — November 10, 2015 — The International Institute of Marketing Professionals associates for the first time to the 2nd Annual Customer Centricity Summit, organized by the Knowledge@Wharton's Wharton School of the University of Pennsylvania (USA), which gathers speakers from diverse industries to talk about analytics, behaviors and loyalty for customers' retention.

This year's summit explores the intersection between marketing, analytics, behavior and loyalty with an eye towards recognizing most valuable customers. World-class organizations will share best-practices, tools, and proven strategies for overcoming customer-centricity's greatest business obstacles as well as untapped resources and solutions for kick-starting or reinvigorating growth strategy to target customers.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, stressed *"this partnership highlights the importance of knowledge-sharing with world-class professionals and academics. Business and academic arenas should be in full contact and work in partnership in order to share best practices and case studies, and find new solutions for present and future challenges."*

The 2nd Annual Customer Centricity Summit takes place at Le Meridien Hotel, on December 9th and 10th, in San Francisco, USA. For more information, please click [here](#)

About the [International Institute of Marketing Professionals](#) (IIMP®):

International Institute of Marketing Professionals (IIMP®) is an independent not-for-profit professional organization which develops and advocates international standards within the marketing field. IIMP® was formed in July 2009

and is a pioneer in its leadership and strategic approach towards developing the Internationally Accepted Marketing Standards™ based upon Generally Accepted Marketing Principles™ and Practices in the field of marketing. The development of Internationally Accepted Marketing Standards is led by the Internationally Accepted Marketing Standards™ (IAMST) Board which represents the G-20 countries; the IAMST Board members include senior academic leaders from reputable business schools and Chief Marketing Officers from major corporations across the G-20 countries. This diverse membership will undoubtedly bring a real synergy between the science and practice. The IAMST Board works with the aid and cooperation of teams from International Advisory Council for the Marketing Profession (IACMP) which has representation from 192 countries and Advisory Council of Marketing Practitioners (ACMP).

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