

Press Release

International Institute of Marketing Professionals Celebrates Its 3rd Anniversary!

CMMP[®] (Certified Marketing Management Professional) Designation, Marketing Recognition Awards and More to be Rolled-Out in Fourth Year.

Toronto, Canada — 29 July 2012 – The International Institute of Marketing Professionals (IIMP[®]) is pleased to announce that today marks their 3rd anniversary as a professional organization which develops and advocates for international standards within the marketing field. IIMP[®] is the first professional not-for-profit association registered under Canadian federal law to develop, recommend, and promote international marketing standards recognized by global marketing practitioners.

The IIMP[®] was established after extensive research found there was an emerging need for an organization to take leadership in defining internationally accepted standards for the marketing discipline.

The organization pioneered its strategic approach in reaching out to 192 countries across the world to advance the marketing profession through the development of Internationally Accepted Marketing Standards™ (IAMST) based upon Generally Accepted Marketing Principles™ (GAMP) and Practices within the local countries.

Nisar Butt, DBA Scholar, President and Chief Executive Officer of the IIMP[®] said, *"The IIMP[®] has realized an immense success in a short time frame that is a result of the gracious contribution of its well respected advisory members and profound dedication of volunteers world-wide. I highly appreciate and commend the participation of all teams and look forward to their ongoing involvement as we successfully achieve our goals".*

Today the association comprises of esteemed marketing academic practitioners and professionals from around the world who participate in multi-level advisory teams and are contributing to the launch of a prestigious publication; the International Journal of Marketing Principles and Practices (IJMPP) and a globally-recognized designation Certified Marketing Management Professional (CMMP[®]).

Dr. Chuck Hermans, PhD., SVP Marketing for the IIMP[®] had this to say about IIMP's impressive growth, *"The IIMP[®] has put together an unprecedented global network of some of the world's top marketing scholars and practitioners from over 150 countries. These professionals have come together to bring recognition to our discipline through scholarship, mentoring and training. The IIMP[®] has accomplished a great deal in a short time and is poised to become a leader in the diffusion of marketing thought".* Hermans continued, *"As we enter a truly global economy in the 21st century, membership in the IIMP[®] is providing marketing professionals with a network and knowledge base that will help transcend cultural boundaries in the marketing of goods and services around the world. The IIMP's International Journal of Marketing Principles and Practices (IJMPP) has already brought forth significant cutting edge scholarly research that fosters growth in the discipline. Designations offered by the IIMP give us the opportunity to foster on-going education in the marketing field, and provide both professionals and academics a source of recognition and integrity for their successes as marketing professionals".*

As the IIMP® enters its fourth year, it expects a significant surge of growth in the global membership network. IIMP® will soon be opening up admissions for members to apply for CMMP® designations. In addition, they will be launching their Marketing Recognition Awards program to further expand the significance, reach, and influence of IIMP® as a leader in the field of marketing. Marketing professionals interested in becoming a member are encouraged to register today by visiting: <http://www.theiimp.org/member-benefits/>

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™ (IAMS) 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 across the G-20 countries. This diverse membership will undoubtedly bring a real synergy between the science and practice. The IAMS Board works with the aid and cooperation of teams from International Advisory Council for the Marketing Profession (IACMP) which has representation from 155 countries and Advisory Council of Marketing Practitioners (ACMP).

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