

Press Release

IIMP™ Ready to Form a World-Wide Global Alliances Team for Establishing the Marketing Designations and Standards all Around the World

Toronto, Canada — 17 August 2011 – Global Alliances Team to be spread world-wide.

The officials at the International Institute of Marketing Professionals (IIMP™) have announced that a world-wide Global Alliances team is to be formed in order to establish Internationally Accepted Marketing Standards and IIMP™'s marketing designations around the world.

The global team will provide technical and advisory support to all relevant committees including: membership development, global alliances, brand management, education management and academic accreditation in the areas of research, planning and program implementation. In addition, the team will be responsible for monitoring IIMP's policies, procedures and practices.

The global team will be led by the leader of the Global Alliances Committee; the framework will consist of 17 regional directors who will be responsible for supervising and monitoring country managers within their regions. All continents have been divided into the following seventeen manageable regions:

1. Africa (Middle Region)
2. Africa (Eastern Region)
3. Africa (Northern Region)
4. Africa (Southern Region)
5. Africa (Western Region)
6. America (Central Region)

7. America (Northern Region)
8. America (Southern Region)
9. America (The Caribbean Region)
10. Asia (Eastern Region)
11. Asia (South-Central Region)
12. Asia (South-East Region)
13. Asia (Western Region)
14. Europe
15. European Union
16. Middle East
17. Oceania

All inquiries from potential candidates who would like to represent a region or country can be directed to the IIMP™'s Global Alliances Team at global_alliances@theiimp.org.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP™, said:

“This is a crucial step towards establishing the marketing standards and marketing designations around the world. The global team will aid IIMP™ in reaching out to new areas by creating awareness in the local regions in order to connect to the marketing community at large.”

About the International Institute of Marketing Professionals (IIMP™)

International Institute of Marketing Professionals (IIMP™) is the first 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™ (IAMS) based upon Generally Accepted Marketing Principles™ and Practices in the field of marketing. The development of IAMS is led by the IAMS Board which represents the G-20 countries; 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 150 countries and Advisory Council of Marketing Practitioners (ACMP).

MEDIA RELATIONS CONTACTS:

Nisar Butt, MBA, DBA in Marketing (Candidate)

President & CEO, International Institute of Marketing Professionals (IIMP™)

E-mail: nbutt@theiimp.org

Phone: 416-477-8591

Djordje Teofilovic, MBA, DBA in Marketing (Candidate)

Vice President of Internationally Accepted Marketing Standards Committee

E-mail: dteofil@gmail.com

Ryan Caligiuri

Director of Internationally Accepted Marketing Standards Committee

E-mail: rci@ryancaligiuri.com

Mailing Address:

Media Room

International Institute of Marketing Professionals

24-499 Ray Lawson Blvd., P.O. Box 185

Brampton, L6Y 4E6, Ontario, Canada