

PRESS RELEASE

Marketing Leadership Concluded to Lead the International Advisory Council for the Marketing Profession (IACMP) that represents 192 Countries

Toronto, Canada — 07 January 2011 – Six IACMP members have been elected to lead the IACMP Council

The International Institute of Marketing Professionals (IIMP™) is delighted to announce the conclusion of the organizational structure of the International Advisory Council for the Marketing Profession. The Council represents 192 countries and aims to support the Internationally Accepted Marketing Standards (IAMS) Board in building the Internationally Accepted Marketing Standards by provide them with Generally Accepted Marketing Principles™ and Practices of the contemporary marketing profession. The members of the Council represent different countries and provide input to the Board, by presenting regional issues and practices of the Marketing profession.

Six members have been elected to lead the operations of the Council. The elected leadership of the Council will offer their highly regarded expertise to help develop, expand and increase the profile & standards of the profession of marketing; they are all advocates of professional standards within the marketing profession and have extensive experience of senior business leadership, academia or marketing consulting.

The following six leaders have been selected:

- Dr. Sofia Daskou—President of IACMP
- Phi Van Nguyen—Senior Vice President of IACMP
- Dr. Sofiane Achi—Senior Vice President Communications of IACMP
- Dr. Naushadul Haque Mullick—Vice President Communications of IACMP
- Mr. Rodolfo Salazar Senior—Vice President Project Management of IACMP
- Ms. Ceceille Palmer—Vice President Project Management of IACMP

Sofia Daskou, President of IACMP, holds a Ph.D. in Marketing from the University of Strathclyde (UK), and an M.Sc. in Marketing from the University of Stirling (UK). She is currently the Coordinator of the Bachelors of Science in Business Administration of Hellenic American University, and a member of the Editorial Boards of the *Journal of Marketing Intelligence and Planning* and the *International Journal of Economics and Business Research*. She has teaching experience of over 12 years in European and American Universities and has published her research work in a number of international academic journals. Previously her marketing consulting experience had focused on the sectors of professional services, media management, retailing, high technology products and business networks. In terms of research and consulting she is currently interested in Customer Relationship Management (CRM), consumer issues, business relationships, consumer satisfaction, mental models of strategic thinking, sustainability marketing, marketing education and service quality.

Phi Van Nguyen, Senior Vice President of IACMP, holds an MBA at Central Queensland University, Australia majoring in marketing communication and is a PhD candidate at Kennedy Western University. Phi has been holding various executive roles in marketing and business development in Asia and internationally at various organizations. Her latest and current role is International Marketing Consultant for Gloria Jeans Coffees International looking after Asia, IMEA, and CEE.

Sofiane Achi, Senior Vice President Communications of IACMP, is the Medical and Marketing director of El Kendi pharmaceutical manufacturing company, one of the most promising companies in Algeria and soon in North Africa. He holds a doctorate in general medicine from Algiers University and a European master's degree in marketing. He also has over ten years experience in pharmaceutical marketing. During his career he has successfully overcome various challenges associated with setting up the distribution and promotion of medicines and generic drugs in particular, winning a regional award in 2004. He has also organized a number of seminars, events, and symposia.

Dr. N. H. Mullick, Vice President Communications of IACMP, is a Professor and Area Chairperson of Marketing at AIM. He has done his Ph.D from Jamia Millia Islamia, New Delhi on "Consumer's Expectations from Shopping Malls in NCR Delhi". He also has an MBA in Marketing from Aligarh Muslim University and 24 years experience in industry and academics. His areas of interest include Sales & Distribution Management, Services Marketing & Retail Management. He has also written 7 books and has many publications to his credit. He has also organized and participated in a number of international conferences, seminars, events, and panel discussions.

Rodolfo Salazar, Vice President Project Management of IACMP, is an international Executive with more than 17 years of experience Managing Marketing and Communications infrastructures for technology companies in complex market environments throughout the Latin American Region, he is a respected speaker and consultant for Governments, organizations and public personalities in different topics related to CSR, reputation, social media and new technologies.

Mr. Salazar is currently VP of Marketing and Solutions at GV Source a US based BPO consulting firm, he was a member of the board in Telefonica El Salvador where he owned 3 different product lines, he was part of the local operational board, in Dell El Salvador as the Senior Communications Strategist he has also been a member of the board in the Stephen Hawking Museum in El Salvador, in MFH (La Casa de mi Padre NGO), and in Nutrition Works S.A. de C.V., Guguleame and Ideaworks companies where he is a Stock holder and founder.

Ceceille Palmer, Vice President Project Management of IACMP, has over 10 years experience in the field of marketing. Her current role as Director, Certificate Series with University of New Orleans, Jamaica includes marketing and managing of academic projects. She is currently pursuing the Project Management Professional certification. She holds an honours degree in Marketing from University of Technology, Jamaica and an MBA from University of New Orleans.

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

“It is exactly what I had envisioned since the inception of International Institute of Marketing Professionals that at one point of time all three levels of advisories should be able to function independently by having an energetic and capable team of professionals who could assume social responsibility and lead the group to the next level. It is a great honour to observe that today, IIMP™ has reached to that stage where the largest group of advisory has become autonomous. I would like to congratulate every member of the International Advisory Council for the Marketing Profession and especially the team that has been selected to lead.”

Dr. Sofia Daskou, President of the IACMP, said:

“The International Advisory Council for the Marketing Profession draws its inspiration from the vision of Mr. Nisar Butt, President and Chief Executive Officer of IIMP™ and the important and responsible work conducted by the teams at International Institute of Marketing Professionals. The Council is committed to support the aims of the IIMP™ and serve the marketing profession, as best as possible. We hope to empower marketing professionals and to globally advance the profession of marketing. Personally, I wish to thank all the Council members for their wonderful contributions to our cause, and to welcome

new participants and contributors to join us in our efforts. Finally, I would like to congratulate the leaders of the Council for their commitment and ethos.”

The elected structure will start working on the Internationally Accepted Marketing Standards with the aid and cooperation of teams from other advisory councils and volunteer committees. Currently, the IACMP consists of members from 115 countries; it will be working towards recruiting more members from rest of the regions in order to complete representation from 192 countries.

About the International Advisory Council for the Marketing Profession (IACMP)

The International Advisory Council for the Marketing Profession (IACMP) was formed by the International Institute of Marketing Professionals (IIMP™). The IACMP represents 192 countries and currently has members from 115 countries; it consists of a broad cross-section of academic leaders, consultants and business professionals with extensive experience and expertise in the marketing field. Each of these council members represents a different country and contributes by expressing points of view on contemporary marketing profession issues in the particular country or region. The participation in the International Advisory Council for the Marketing Profession (IACMP) enables members to contribute to the advancement of the marketing profession within their own country or region by expressing their opinions on what should be published in the Internationally Accepted Marketing Standards (IAMS) Handbook which will contain a description of internationally accepted marketing practices. In order to view complete list of IACMP members, visit: http://www.theiimp.org/advisory_iacmp_countries.htm

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™ 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 115 countries and Advisory Council of Marketing Practitioners (ACMP).

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