

Press Release

New Key Appointments to the Executive Team at International Institute of Marketing Professionals

Toronto, Canada — 22 July 2011 – Seven New Executives joined IIMP™

The officials at the International Institute of Marketing Professionals (IIMP™) have announced the appointments of seven key executives:

1. **Senior Vice President Business Strategy**, Dr. Syed Hussain, MBA, PhD
2. **Senior Vice President Brand Management**, Dr. Ell Wilson, MBA, DBA
3. **Senior Vice President Finance**, Jacqualene Humphries, MBA
4. **Vice President IAMS Committee**, Djordje Teofilovic, MBA, DBA in Marketing (Candidate)
5. **Vice President Membership Development**, Sai Han Linn, MBA, PhD in Marketing (Candidate)
6. **Vice President Chapter Development**, Meegan Scott, B.Sc. Hons., MBA, ATM-B, CL
7. **Associate Vice President Chapter Development**, Richard Brooks, P.Eng., MBA

The new executives will be reporting to the President and Chief Executive Officer of the IIMP™ and will be contributing their business management expertise towards the development and establishment of the IIMP™ around the world.

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

"I highly appreciate the motivations and intentions of our new executives; they are great additions to IIMP's executive team. Having capable leadership onboard will ensure continued integrity of our esteemed team and their abilities to contribute to the highest level of quality and professionalism in achieving our future goals through establishing state-of-the-art strategic management, brand

management, chapter development, marketing standards and membership development policies and procedures.”

NEW EXECUTIVE TEAM MEMBER PROFILES:

Dr. Syed Hussain, MBA, PhD, Senior Vice President Business Strategy

Dr. Hussain, Vice President Business Strategy, will be responsible for the development and implementation of the overall business strategy of IIMP™. His role will include communicating with the other IIMP™ committees in order to clarify the organization’s business strategy objectives and goals.

With a career spanning over forty-one years, Syed Hussain has significant hands-on involvement at senior levels of management and is recognized as a leading practitioner in the field of banking, finance, marketing, strategy, investments, business advisory and corporate restructuring through several senior level banking and consulting assignments held throughout the Middle East, London (United Kingdom), Brussels (Belgium), Luxembourg, Amsterdam (the Netherlands), Frankfurt & Hamburg (Germany), New York & Chicago (USA), and Toronto, Montreal, Vancouver and Calgary (Canada).

Highly educated, Syed Hussain holds numerous degrees and diplomas including a Certificate in Management Consulting from the University of Toronto and a PhD in Business Administration. Syed is a member of various professional organizations and a Fellow of the Academy of Marketing Science. Currently Syed Hussain, MBA, Ph.D., is a Senior Estate Manager in the Insolvency & Restructuring practice with MNP Ltd, one of Canada’s largest Chartered Accounting & Business Advisory Firms.

Dr. Ell A. Wilson, MBA, DBA, Senior Vice President Brand Management

Dr. Ell A. Wilson will be contributing in the capacity of a Senior Vice President of Brand Management role. As a team leader, he will be responsible for leading brand strategy development, messaging development and ongoing maintenance of the Internationally Accepted Marketing Standards (IAMS) and marketing designations.

Dr. Wilson is the President and CEO of HanssBDI (Hanss Business Development Inc.), a strategic management consulting firm since 2004. He has over 20 years of business experience. He has advised businesses on strategic planning and execution, growth strategy, transformation initiatives, marketing and business development strategies in Canada, United States, and 12 other countries around the

world. Prior to becoming a professional strategic growth management consultant, he worked as an international marketing and business development director at Loblaw Companies for 11 years.

He has participated in three Canadian free-trade round-table discussions and negotiations regarding Israel, Chile and Colombia. He taught International Marketing course at Ryerson University, Toronto, in 2006. He also taught MBA Marketing Management and Strategic Management courses at Canadian School of Management, Toronto, from 2001 to 2004. Dr. Wilson has a Doctorate degree in Business Administration from International Management Centres Association (IMCA) UK, a Master's degree in Business Administration from Revans University and IMCA, and a Bachelor's degree in Commerce from Concordia University, Montreal.

Jacqualene Humphries, MBA, Senior Vice President Finance

Jacqualene Humphries, is a member of the executive team at IIMP, as a Senior Vice President of Finance, she is responsible for leading the planning and implementing of strategies to generate funds in order to run the operations relevant to the development of the Internationally Accepted Marketing Standards, the International Journal of Marketing Principles and Practices, marketing designations and other world-wide operations of the International Institute of Marketing Professionals.

Jacqualene is a senior business leader with extensive experience in the fields of Marketing & Business Development, in her long corporate experience she successfully managed considerable budgets translating into a track record of successful strategies. she is currently the Chief Executive Officer and Managing Director of the Global Marketing Strategist. Previously, she has worked as the Chief Marketing Officer for a leading telecommunications company in South Africa, Ms. Jacqualene holds an MBA from the Gordon Institute of Business Science, University of Pretoria.

Djordje Teofilovic, MBA, DBA in Marketing (Candidate), Vice President of IAMS Committee

Mr. Teofilovic will be working in the capacity of Vice President of Internationally Accepted Marketing Standards Committee; he will be responsible for the management and development of IIMP™ marketing designations including the IAMS Handbook. Additionally, his role will encompass research and development of policies and procedures required for the implementation of IIMP™ certification programs and the Internationally Accepted Marketing Standards (IAMS) Handbook. Djordje has experience working as a marketing and public relations consultant in Serbia. He worked in international trade field upon arrival to Canada and also served as marketing instructor at The Art Institute of

Toronto. Currently he is working on a start up project that focuses on green marketing practices and environmental sustainability.

Djordje is currently an instructor at Kennedy College of Technology in the department of Business Administration. He teaches various subjects in business such as Principles of Marketing, Marketing Research, International Business, Small Business Management and Organizational Behavior. Djordje holds a Bachelor's of Business Administration (BBA) in Marketing from Mount Mercy College and Master's in Business Administration (MBA) from McNeese State University. He is currently a candidate of Doctorate of Business Administration (DBA) in Marketing with Argosy University.

Sai Han Linn, MBA, PhD in Marketing (Candidate), Vice President Membership Development

As a vice president of membership development, his core responsibility is to create a team spirit which dwell with the benefit of incoming and existing member by promising the development of both theory and practice of internationally recognize marketing professional. He is also responsible for directly reporting to the President/Chief Executive Officer of IIMP™.

He is currently a lecturer of marketing at Genius Management Institute (Myanmar), associate member of Association of business executive (UK), Affiliate member of National Post Doctoral Association (US), PhD (candidate) in Marketing, holder of Master of Business Administration (Myanmar), Post Graduate Diploma in Business Management (UK) Bachelor of Arts (UDE Myanmar), Bachelor of Art In Religious Study (Myanmar).

As his expertise in senior management level he is currently Chief Marketing Officer of Graceland Corporation, Department head of new business Development (specific duty section) in Supreme Group Of Companies. Furthermore he is Not only in profit organization but also actively take part as senior advisor of shan state development board in nothern shan state Lashio (Myanmar) and the other organizations which are actively operating in the development of human resource such as Shan Student Fellowship, Kachin youth Fellowship.

Meegan Scott, B.Sc. Hons., MBA, ATM-B, CL, Vice President Chapter Development

Meegan Scott brings over 16 years of combined experience in Corporate Strategic Planning and Marketing in the NGO, Private, Public and Civic Sectors. Her expertise includes Group Process

Facilitation; Mentoring Executives; Relationship Building as well as Performance Monitoring and Evaluation.

She has served the business incubation and retail sectors as well as gender focused initiatives relating to water, sanitation, health, environment and disaster mitigation. She is seasoned in the design and delivery of corporate and community training; supporting advocacy; team-leading; information dissemination and small business consulting. She is known for her strong research, networking and negotiating skills. Her competence includes project management; corporate and business plan, grant proposal and sales writing. Meegan is an advanced user of computer and internet technology.

She holds a Masters Degree in Business Administration from the University of New Orleans, and a Bachelors Degree in International Relations, University of the West Indies. She currently facilitates discussions on Canada-CARICOM Export and Corporate Strategic Planning at Sagacity North-Mart on Facebook.

Richard Brooks, P.Eng., MBA, Associate Vice President Chapter Development

Richard Brooks is a member of the Executive Committee at IIMP™ in the capacity of Associate Vice President Chapter Development. He reports to the VP Chapter Development, coordinates development and establishment of IIMP™ Chapters around the world in order to promote IIMP™ designations and the Internationally Accepted Marketing Standards (IAMS) Handbook. As well, he contributes to the Business Strategy Committee.

Currently, Richard Books is the Director of Strategy & Business Development with MCIS Non-Profit Language Services. He has created and implemented a strategy to take the local Interpretation & Translation Company global. Developed and established successfully new product lines and business relationships to expand geographically into new regions with new clients. Created a new marketing & brand strategy. Established high quality goals, reduced cost of services to clients and thereby expanded business services and revenue, added new clients including the Federal, Provincial & local governments and large global corporations.

Richard has travelled to over fifty countries around the world studying languages and culture. He has over 15 years of experience globally, in the United States, Russia and his native Canada in business strategy consulting and project management. He graduated with an MBA from the Schulich School of

Business in 2008 and is a Professional Engineer. He has successfully managed large interpretation contracts for various public and private sector clients.

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).

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