



July 2017

The time has come for new members to be elected onto the Board of Trustees. I write to help you in deciding whether to stand, and to highlight some of the skills and experiences the Board is looking for to help it be more effective.

Why stand for election?

If you're passionate about marketing, being elected onto the Board of CIM is a privilege. As a Trustee, you will be responsible for the strategic direction of the world's leading professional marketing body.

Not only do you have the opportunity to influence the direction of the organisation, but you are responsible for its sustainability and its governance.

It is a chance to use your business management skills to give back or to grow your knowledge and experience on a Board. There are networking opportunities and you can make a difference.

What are we looking for?

This year the Board is looking for the following specific skills and experiences. However, as a member of CIM this should not deter you if you're interested in applying.

- Business owners or Board directors
- Accountants and finance professionals
- IT strategists or those with strategic IT experience

What to expect?

The Board meets six times a year, and as a Trustee, you may be invited to sit on a supporting committee or advisory group which may also meet up to four times a year.

At Board meetings, the Trustees review organisational performance and plans, progress against the current strategy and its evolution, and the governance of the organisation.

In particular, 2018 will see the outcome of the Constitutional Review that is currently underway.

CIM is going through a period of great change. My vision as the current Chair is to transform the organisation from within to create a sustainable CIM that is both relevant and highly supportive of marketers and organisations at all levels. This is going to take time – but we are on the right path.

I look forward to reading your nomination.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Leigh'.

Leigh Hopwood
Chair