



## **CIM Announces 2017 Board of Trustees**

- *CIM to be headed up by leading marketing talent from across the industry*

**15 November:** The Chartered Institute of Marketing has today announced the line-up of the Institute's Board of Trustees for the next twelve months. Allyson Stewart-Allen, John Bernard, Dawn Holmes and Taffy Alahakoon will join the CIM board immediately.

The 2017 board line-up boasts a wealth of marketing, PR, advertising, sales, media technology and creative skills representing the full spectrum of marketing. The new team comprises of members from across the UK, United States and Asia.

Discussing the announcement Chris Daly, CEO of CIM said: "Allyson has advised more than 200 businesses in 26 countries including BAE Systems, Burberry, Cadbury, HSBC, Lufthansa and SAB Miller. She is a frequent commentator with leading broadcasters such as: Sky News, CNBC, BBC CNN, FT, USA Today and The Wall Street Journal, she will provide us with a wealth of media and international experience".

"A multi-award winning marketer, John was the global marketing director at Mozilla, leading strategy and go-to-Market for the Firefox internet browser. Now at San Diego-based medical devices manufacturer Dexcom, John has the breadth of marketing knowledge and technical experience to help keep us at the forefront of market developments."

"Dawn joins the CIM Board in 2017 after a long career in marketing and business, with several major technology brands including Schlumberger, Hewlett-Packard and Brother. An active Fellow of CIM, she has held posts on regional, national and industry sector boards making her a vital and experienced member of the new board."

"A leading member of the Sri Lankan marketing community, Taffy will provide CIM with 20+ years experience in marketing and sales management across a wide range of sectors including: FMCG, pharmaceutical, telecom and banking across Asia."

**- ENDS -**

### **About CIM**

The Chartered Institute of Marketing (CIM) is the world's leading marketing body, with over 28,000 members worldwide, of which there are over 3,000 Chartered Marketers. CIM's mission is create marketing advantage for the benefit of professionals, business and society with a focus on export, data and skills. It believes marketing is the critical factor in driving long term organisational performance.

CIM provides members and organisations with five key benefits:

- Partnership – CIM is a professional and organisational partner to support performance and career development
- Education – CIM allows individuals and businesses to continuously upskill
- Information – CIM keeps members up to date with the latest marketing thinking, and keeps organisations at the forefront of practices
- Connection – CIM provides access to services, expertise and peers
- Recognition – CIM is the global benchmark of professional competence

For more than 100 years, CIM has supported, represented and developed marketers, teams, leaders and the profession as a whole. There are 130 CIM study centres in 36 countries and exam centres in 132 countries worldwide. In the last year, over 7,500 people registered at over 230 UK CIM events. Find out more about CIM by visiting [www.cim.co.uk](http://www.cim.co.uk).

**Media contacts:**

James Delves  
CIM Head of PR and External Engagement  
[james.delves@cim.co.uk](mailto:james.delves@cim.co.uk)

Ally Lee-Boone  
Content and Engagement Executive  
[ally.lee-boone@cim.co.uk](mailto:ally.lee-boone@cim.co.uk)

For further information please contact the Chartered Institute of Marketing press office at Good Relations on [CIMTeam@goodrelations.co.uk](mailto:CIMTeam@goodrelations.co.uk).