

Corporate Fact Sheet

Organisation

Chartered Institute of Marketing (CIM)

Leadership

Chief Executive, Chris Daly

Headquarters

Moor Hall, Cookham, Maidenhead, Berkshire, SL6 9QH, UK

Summary

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. For over 100 years, CIM has supported, represented and developed marketers, teams, leaders and the profession. CIM's mission is to 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.

Mission

Our mission is to create marketing advantage for the benefit of professionals, business and society. We are responsible for delivering ethical professional marketing practice.

Positioning

- To promote and maintain high standards of professional skill, ability and integrity among persons engaged in marketing products and services.
- To provide and develop a professional organisation for marketing.
- To increase public awareness and understanding of marketing as a vital factor in business success and prosperity.

Vision

We are the global leader in enabling professional marketing and business advantage. We strive to be the preferred partner for developing practitioners and creating business advantage through enhanced marketing capabilities. We are a robust, progressive professional body, which provides marketing advantage for our customers.

Global Reach

CIM operates across the world. 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. Whenever and wherever we represent our members and industry, we maintain these brand values which reflect our Royal Charter status.

Our Values and Behaviours

- **Collaborative:** We provide a wide range of products and services to support personal, professional and organisational development.
- **Passionate:** We drive awareness of the value of acting as ambassadors on behalf of the profession.
- **Purposeful:** We focus on our wider external landscape, to continually improve to help support and shape the profession of the future.
- **Relevant:** We continue to understand our customers, the environment they work in and adapt our offering accordingly.
- **Responsible:** We promote responsible marketing and best practice across the profession.

Breadth of Services

We provide a wide range of member services including: qualifications, training, events and access to an online database of professional resources.

Member Benefits

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

Customers

Our members range from CMOs of global brands; to marketing executives of SMEs; and students just out of university. CIM provide bespoke and off-the-shelf programmes at an organisational level, helping brands build business advantage. We work across a range of market sectors including: construction, financial services, education, medical, travel and the SME community.

Enquiries

Sales: Sales@cim.co.uk

Press & media: Media@cim.co.uk

Editorial submissions: Editorial@cim.co.uk

Membership services: Membership@cim.co.uk

Training: Training@cim.co.uk

Qualifications: Qualifications@cim.co.uk

Telephone enquiries: 01628 427 500