

# Corporate Fact Sheet

## Organisation

Chartered Institute of Marketing (CIM)

## Leadership

Chief Executive, Chris Daly

## Headquarters

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

## Summary

CIM strives for business leaders and opinion formers to recognise the positive contribution professional marketing can bring to their organisations, the economy and wider society. We support, develop and represent marketers, organisations and the profession all over the world. Our ability to award **Chartered Marketer** status recognises a marketer's commitment to staying current and abiding by a professional Code of Conduct. While our diverse range of **training courses** and world-renowned **qualifications**, enable modern marketers to thrive in their roles and deliver long-term success for businesses.

## 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.

## 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