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American Marketing Association and Chief Marketing Officer Institute Announce Exclusive Co-Marketing and Distribution Agreement

*Launch of 'The CMO Journal' is Initial Collaborative Effort to Address the
Needs of Senior Marketing Leaders*

ATLANTA and CHICAGO (August 11, 2009) – The Chief Marketing Officer Institute and the American Marketing Association announced today that they have entered into an exclusive agreement to co-brand and distribute The Chief Marketing Officer Journal. Created to help accelerate the pace of theory development and critical discussion concerning executive leadership within the marketing discipline, the inaugural volume of The CMO Journal includes contributions from: David Court (McKinsey & Company), Jane Stevenson (Heidrick & Struggles), John Quelch, (Harvard University), Jo Ann Herold (CMO, The HoneyBaked Ham Company) and more than a dozen other thought leaders.

“This is truly a win-win for both organizations and beneficial to the marketing discipline as a whole”, said Bill Koleszar, Editor of The Chief Marketing Officer Journal. “The CMO Journal is a unique compilation of both academic and practitioner perspectives that are unavailable anywhere else, while the AMA is well-known and highly engaged with both of these audiences. So, this relationship creates a powerful combination of content and distribution,” continued Koleszar.

While some argue that the fundamental role of the Chief Marketing Officer appeared in commerce as early as the mid-1700s, the title itself did not emerge as a corporate moniker until the 1950s. More recently an increasing number of firms have been creating the CMO position. Indeed, recent research shows that the number of Fortune 100 firms with a CMO increased from approximately 13% to 23% from 2004 to 2008. However, despite this growing emphasis on the role, researchers have just begun to provide insight into this important position.

“We are delighted to offer The CMO Journal to our members and the marketing discipline as a whole, but especially the senior marketing leaders that rely on us every day for insights and information. Beyond our joint efforts related to The CMO Journal, we expect this partnership will result in additional collaboration that will provide ongoing benefits to our members,” said Dennis Dunlap, Chief Executive Officer of the AMA.

The Chief Marketing Officer Institute and the AMA have already begun work on the second volume of The CMO Journal, which is expected to be published in early 2010. Submissions to The CMO Journal are peer

reviewed by panel of subject matter experts and selected for inclusion based on the importance of their contribution to marketing discipline, clarity, and suitability. Scholars and non-academic specialists who have been researching issues related to executive leadership in the field of marketing are invited to submit their work for review.

The current volume of *The CMO Journal* may be obtained by visiting the American Marketing Association website at <http://www.marketingpower.com/ResourceLibrary/Pages/cmo.aspx> where AMA members can receive a 30% discount off the cover price.

About the Chief Marketing Officer Institute

Headquartered in Atlanta, the Chief Marketing Officer Institute is an industry association dedicated to serving as the premier resource for researchers and practitioners interested in the role and leadership challenges facing the CMO and other marketing executives. To learn more about The CMO Institute, access its online research library, and/or register for special announcements related to future volumes of *The CMO Journal*, please visit www.ChiefMarketingOfficer.com.

About the American Marketing Association

The American Marketing Association (AMA) is the largest marketing association in North America. It is a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day for information/resources, education/training and professional networking. AMA members are connected to a network of experienced marketers over 30,000 strong and include leading marketing academics, researchers and practitioners from every industry. The AMA also is the source for the field's top magazines and journals, including *Marketing News*, *Marketing Management*, *Journal of Marketing* and *Journal of Marketing Research*. For more information on the American Marketing Association please visit www.MarketingPower.com.