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For Immediate Release

November 14, 2011

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AMA Honors 4 Under 40 Marketing Research Emerging Leaders

Chicago (November 14, 2011) — The American Marketing Association's (AMA) Marketing Research Council honored Amanda Durkee, Martijn van Kesteren, Pravin Shekar, and Orlando Wood as the recipients of the second annual 4 Under 40 Marketing Research Emerging Leaders Award. The award recognizes the contributions of the next generation of leaders in the marketing research industry. These individuals are leading change and embracing what's next in the field. The Marketing Research Emerging Leaders Award ceremony took place on Tuesday, September 13, 2011, at the AMA Research and Strategy Summit Conference in Orlando, FL.

Candidates for the 4 Under 40 Marketing Emerging Leaders Award are nominated by their peers and seventeen submissions were reviewed by the AMA Marketing Research Council. Candidates had to be less than 40 years old at the time of the nomination and were primarily rated on two criteria—a demonstrated commitment to the marketing research industry and its advancement, and passionate leadership through collaboration, mentoring, knowledge transfer, and risk taking to achieve desired results.

Amanda Durkee is Partner and Senior Research Consultant at Zanthus; Martijn van Kesteren is Manager of Consumer/Shopper Insights at Unilever Benelux; Pravin Shekar is Kreator-in-Chief at Krea; and Orlando Wood is the Managing Director at BrainJuicer Labs.

The nomination period for next year's 4 Under 40 Marketing Research Emerging Leaders Award will open in January of 2012. Nomination information will be available at www.marketingpower.com/4under40

About the American Marketing Association

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals involved in the practice, teaching and study of marketing worldwide. Through relevant information, comprehensive education and targeted networking, the AMA assists marketers in deepening their marketing expertise, elevating their careers and ultimately, achieving better results. American Marketing Association members are connected to a network of marketing professionals more than 20,000 strong. For more information on the American Marketing Association, please visit www.MarketPower.com.

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