



**For Immediate Release  
July 14, 2010**

**Contact:**  
American Marketing Association  
312-542-9000  
[press@ama.org](mailto:press@ama.org)

**The American Marketing Association Announces the  
AMA Board of Directors and Council Presidents for 2010-2011**

**(CHICAGO, July 12, 2010)** – The American Marketing Association recently elected new board members and selected council presidents for 2010-2011. AMA members vote annually to elect new members to the AMA Board of Directors for three-year terms. The new council presidents serve one year terms. All terms began July 1, 2010.

The AMA is fortunate to have outstanding marketing professionals, such as these new board members and council leaders, who volunteer their time and contribute so much” said Dennis Dunlap, Chief Executive Officer of the AMA. “They are very important to our success as an organization.”

The new board members and council leaders are as follows:

**Chairperson of the Board**

George Day  
Geoffrey T. Boisi Professor  
Wharton School of Business, University of Pennsylvania

**Chairperson of the Board-Elect**

Michael Kullman  
Director of Corporate Marketing  
DuPont

**Immediate Past President**

Tom Hernquist  
Executive Vice President, Marketing & Innovation  
PBM Products, LLC

**CHAIRPERSON, AMA FOUNDATION**

**A. Dawn Lesh**  
President  
A. Dawn Lesh International

**Secretary-Treasurer**

David Reibstein  
William S. Woodside Professor  
Wharton School of Business, University of Pennsylvania

**At-Large Member of the Board**

Kathy Button Bell  
Vice President and Chief Marketing Officer  
Emerson Electric

-MORE-

**At-Large Member of the Board**

**Gerri Henderson**

Associate Professor, Advertising  
College of Communication  
The University of Texas at Austin

**At-Large Member of the Board**

**Rob Malcolm**

Former President of Global Marketing, Sales and Innovation  
Diageo

**Divisional Presidents:**

**President, Professional Chapters**

**Christine Mathers**

Corp Communications Manager  
Weatherford International Ltd

**President, Collegiate Chapters**

**Vishwanathan Iyer**

University of Northern Colorado

**President, Academic Council**

**Beth Walker**

Arizona State University  
W.P. Carey School of Business

**President, Marketing Research Council**

**Joan Treistman**

President  
The Treistman Group, LLC

**About the American Marketing Association**

The American Marketing Association (AMA) is the professional association for individuals and organizations who are leading the practice, teaching, and development of marketing worldwide. Our principal roles are:

- **Connecting:** The AMA serves as a conduit to foster knowledge sharing.
- **Informing:** Providing resources, education, career and professional development opportunities.
- **Advancing:** Promoting/ supporting marketing practice and thought leadership.

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.

For more information on the American Marketing Association please visit [www.MarketPower.com](http://www.MarketPower.com).

###