

Media release

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Bright young marketers brought on Board in CIM Centenary

MARKETING professionals Lisa Marie Brown and Jade Bourke are the latest members to be appointed onto the Wales Board of The Chartered Institute of Marketing (CIM).

In the year of the Institute's Centenary, the Welsh businesswomen will bring with them creativity and expertise in innovative marketing techniques to further cement the CIM's position as the leading professional body for the industry.

The two marketers will join 10 existing members on CIM's Wales Board who offer guidance and advice to members of the Institute while working to help develop, expand and increase the profile of marketing in Wales.

The Board, which is chaired by Dr. Jonathan Deacon from Newport Business School, consists of marketing professionals from various sectors and industries across Wales. From consultants to SMEs and large corporate firms, and private to public and third sector, the Board members' expertise reflects the Institute's commitment to championing various marketing communities across the country.

Lisa Marie Brown, from Llanishen, has recently set up her own business as an Innovation Consultant following a successful career in the voluntary sector and, along with Jade Bourke, will join four businesswomen on the Board.

A Chartered Marketer, Lisa Marie Brown's business career started upon graduating from University of Glamorgan in 2004 with a degree in Business and Education. While at University, she regularly volunteered for charities, experience which led on to her managing Penarth Youth Project, taking on a role as committee member for Big Lottery Fund and most recently, implementing a number of high profile marketing campaigns for Construction Youth Trust in Wales.

In October last year, Lisa Marie Brown received a *Canmol*: Wales Marketing Award for New Marketer, an acknowledgement of her outstanding work at Construction Youth Trust.

Lisa, said: "I have always aspired to become a strong businessperson and the last year has been a real achievement for me. I'm starting a new chapter of my career and joining the Board will allow me to share the skills that I've developed so far while learning from other professionals in the industry.

"Through my work in the voluntary sector I've learnt how innovative marketing can be used to transform communities and I'm excited to bring this experience to the Board. I'm passionate about motivating young people and getting them involved in business, the basis of a new enterprise that I'm working on, and hope to use this quality to benefit members of the Institute and young marketers."

Miss Bourke, who will become the youngest member on the Board, joined Caerphilly based national Recycling and Waste Management company, DS Smith Recycling (formerly Severnside Recycling), as a Marketing Assistant in 2009, after gaining experience in sales and account management.

Recently promoted to Marketing Manager, Cardiff based Miss Bourke, is responsible for implementing the company's integrated marketing strategy.

Miss Bourke, who has gained a Professional Certificate in Marketing and is currently studying for a Diploma in Digital Marketing with the Institute, specialises in search engine optimisation, social media marketing, e-marketing and blogging, and hopes to put this experience to good use as a Board member:

“Marketing and the wider culture at DS Smith Recycling is very pro-active customer driven and I’m passionate about digital marketing because the tools available deliver speed in communication and measurable results for our marketing function. Almost every business, product and consumer has a presence online which is why marketers need to be using online tools to engage with their target audiences.

“I think it’s important not to underestimate traditional marketing techniques however, as a strategic fuse of both offline and online communications are required to deliver marketing objectives, supporting wider business objectives successfully.

“As a young marketer, I’m hoping to bring plenty of creativity and innovative ideas to the Board, as well as building on my digital marketing experience to stay ahead of the ever evolving online trends.”

Richard Houdmont, Director for Wales of The Chartered Institute of Marketing, said: “I’m delighted to welcome Lisa and Jade to the Board. Lisa is a committed and passionate marketer who brings with her a wealth of experience in the voluntary sector, while Jade’s interest in digital communications and fresh approach to marketing will help ensure that we remain at the forefront of marketing as the Institute celebrates its 100th year.”

For information, news and events from CIM visit www.cim.co.uk or www.canmol.com for further information on Canmol 2011. You can also follow @Canmol on Twitter or ‘Like’ Canmol: Wales Marketing Awards on Facebook.

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For further information about:

Lisa Marie Brown visit www.lisamariebrown.org
Severnside Recycling visit www.severnside.com

Image caption:

(L-R) Jade Bourke and Lisa Marie Brown are the latest marketers to join the CIM board.

About The Chartered Institute of Marketing

The Chartered Institute of Marketing is the leading international professional marketing body with some 41,000 members worldwide. First established in 1911 it has for almost a century defined the marketing standards that operate in the UK and is the global champion of best marketing practice. The Institute exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. It does this by providing membership, qualifications and training to marketing professionals and businesses around the world. Visit www.cim.co.uk for more information.

About our Centenary

With the completion of a century in winning professional recognition and status for the marketing professional The Chartered Institute of Marketing will continue throughout its next century as the marketer’s lifelong career partner, and the champion of marketing excellence in all aspects of business and commerce. Events and celebrations planned during the centenary year will provide marketers with an opportunity to show off the positive power of marketing and demonstrate the beneficial contribution that marketing provides to both an organisation’s bottom line and long-term future.

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