

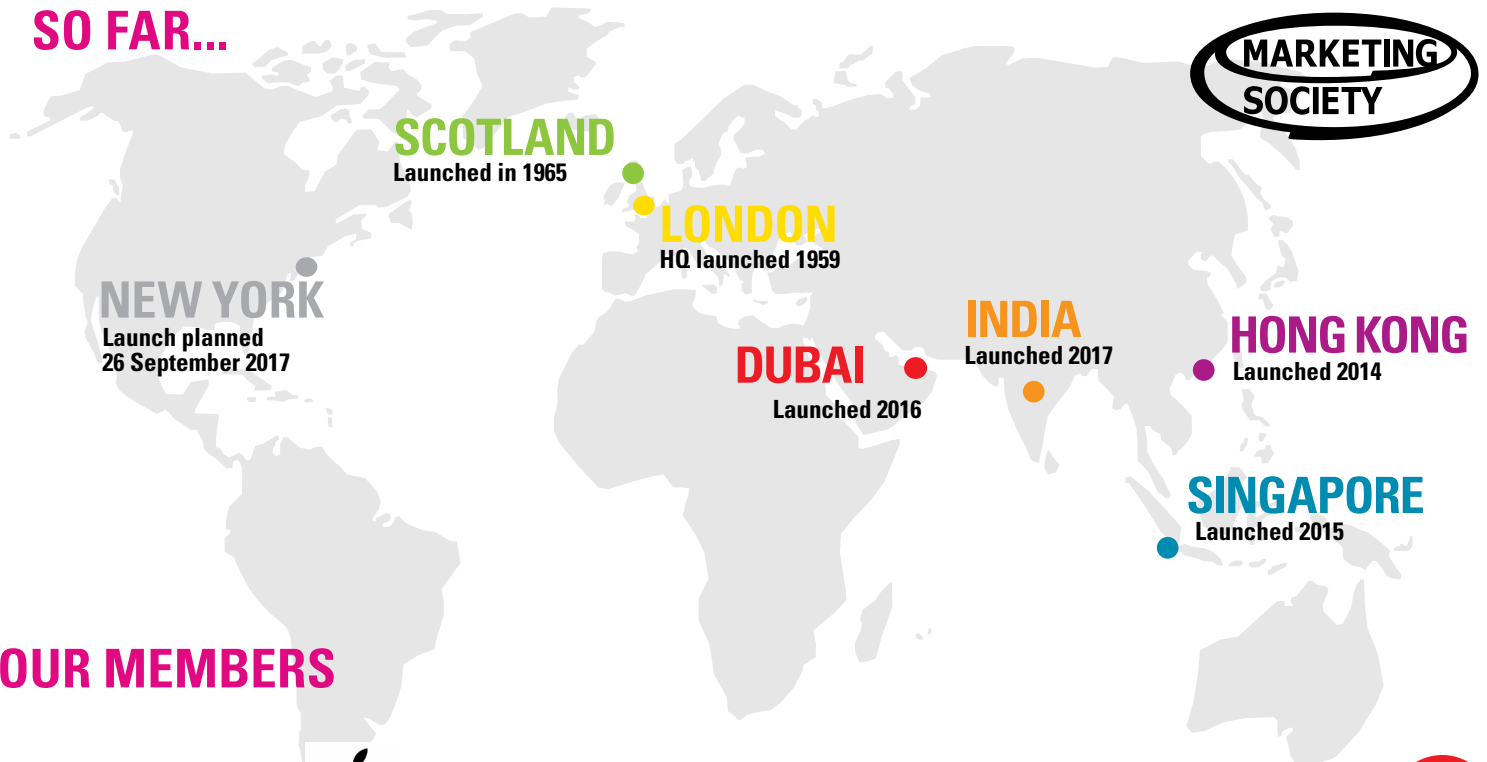
# THE MARKETING SOCIETY NEW YORK

Launched in **1959**, we are an **exclusive** global membership network of **3000 senior marketers**.

Our purpose is to **inspire bolder marketing leadership** and we do this through our program of 120 events and professional development programs.

Our vision is to become the **leading global network** of senior marketers and to have a hub in **10 major cities** by **2020**.

## SO FAR...



## OUR MEMBERS



Keith Weed,  
CMCO, Unilever



Syl Saller, Global  
CMO, Diageo



Sir Martin Sorrell,  
CEO, WPP



Gavin Patterson,  
CEO, BT



Erica Kerner, VP  
APAC, Tiffany & Co



Jill McDonald,  
CEO, Halfords



Martin Glenn,  
CEO, The FA

## OUR AIMS FOR THE MARKETING SOCIETY NEW YORK

- To have 100 founding members who are senior marketing leaders
- To represent the leading global and local brands with a 70/30 ratio in favour of client-side marketers
- A world-class thought leadership program of six events, through the lens of our 'brave' agenda
- Share best practice and marketing excellence across our global network
- To create a comfortable space to have uncomfortable conversations and to challenge thinking and ideas

## WHY BECOME A MEMBER?

**G**LOBAL

Be part of an influential global network of 3000 senior marketing leaders

**R**EGIONAL

Local networking opportunities to share ideas, best practice and discuss challenges with peers

**E**VENTS

Six invitations to our world-class events in New York and access to our global program

**A**CCCESS

Thought leadership articles, best practice, videos, interviews, case studies and much more

**T**ALENT

Our esteemed professional development course - The International Marketing Leaders Program, run with Brand Learning

### PEOPLE

Build your business and personal network

### THINKING

Access latest thinking and leading-edge content

### SKILLS

Grow your skills and share best-practice

**Founding Membership** in New York is \$1,000 per year and includes six events as part of your package. To apply please call Alasdair on +44 208 973 1355 - [alasdair@marketingsociety.com](mailto:alasdair@marketingsociety.com)

## GLOBAL



**Gemma Greaves**  
Chief Executive  
**The Marketing Society**



**Alasdair Hall-Jones**  
Head of Global  
**The Marketing Society**

## SOME OF OUR REGIONAL BOARD



**Francesco Rulli**  
President  
**Querlo**



**Michelle Froah**  
VP Marketing Excellence  
**Samsung**



**Ciara Dilley**,  
Senior Marketing Director  
**Pepsi**



"The Marketing Society has only been in existence in Dubai for a short period, however in that time **I've met counterparts from many similar organisations**, and some senior individuals from organisations outside of FMCG that I'm now actively working with to **strengthen my own business plans for 2017 and beyond.**"

**Andy Roberts, Senior Marketing Director MENA, J&J**

"I have been a member of The Marketing Society for over 15 years, both in London and Hong Kong. The Society manages to continuously **challenge us as senior marketing leaders** to be bolder in our approach, by providing **inspirational speakers** and the **latest thinking**, through their events, professional development programs and online content."



**Tricia Weener, Head of Marketing CMB, HSBC**



"The Society has helped **fill a gap in the market** by bringing together an influential group of the region's most senior marketers. Thus creating a space for sharing ideas/ challenges and to hear the latest best practice, **thought leadership and marketing excellence** all in one place. Our 'Uncomfortable' and 'Collide' series of events have really helped make industry discourse brave and bold."

**Asad Rehman, Director Media, North Africa Middle East**