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CMO Council Contributes to Development of Future Asia-Pacific Marketing Leadership

SINGAPORE--(Marketwired - Jul 28, 2013) - The Chief Marketing Officer (CMO) Council's Asia-Pacific Advisory Board has partnered with Singapore Management University's Marketing Club, called Smarketing, in organizing a marketing mentorship program for its marketing cohort. More than 10 chief marketing officers from the region -- with more than 100 years of collective experience -- are participating in this pilot program.

"The marketing mentorship program with the CMO Council is a unique experience for final-year marketing students to be mentored by the chief marketing officer of a reputed company over the course of one year," said Professor Willem Smit, adjunct faculty at SMU and faculty advisor for the program. "The program will help mentees gain industry insights based on firsthand knowledge and experiences of their mentors, as well as build relationships -- helping them to set career and life goals and paving their path with more certainty and clarity."

The CMO Council boasts chief marketing officers from many Fortune 500 companies globally but is especially proud of its Asia-Pacific Advisory Board members for participating in this initiative to support the development of future marketing leadership. The Asia-Pacific Advisory Board is chaired by Vivek Kumar, Director of Membership at the National Trades Union Congress, who has played a vital role in organizing involvement in regional initiatives.

"The CMO Council welcomes this opportunity with the Smarketing group of Singapore Management University with hopes to help build future marketing leadership in Singapore and throughout the region," Kumar said. "With a range of initiatives rolling out, we hope to inspire many promising young professionals who have chosen marketing as their career of choice."

In addition to the mentoring program for select SMU students, the CMO Council showed further support for aspiring marketing leaders during the Future Leaders Summit 2013, an inaugural learning conference organized by the National Trades Union Congress. Members of the CMO Council's Asia-Pacific Advisory Board shared their marketing expertise with hundreds of young and aspiring marketers during this summit.

The CMO Council's Asia-Pacific Advisory Board will be convening in Singapore on Thursday, August 1, 2013, to provide updates on the program's endeavors, as well as address urgent marketing mandates and imperatives. An important focus this year is on the advancement of customer experience strategies across the Asia-Pacific region. If you are a senior-level marketer of a leading regional company and are interested in finding out more information about getting involved, please contact Matt Martini at mmartini@cmocouncil.org.



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About the CMO Council

The Chief Marketing Officer (CMO) Council is the only global network of executives specifically dedicated to high-level knowledge exchange, thought leadership and personal relationship building among senior corporate marketing leaders and brand decision-makers across a wide range of global industries. The CMO Council's 6,500-plus members control more than \$350 billion in aggregated annual marketing expenditures and run complex, distributed marketing and sales operations worldwide. In total, the CMO Council and its strategic interest communities include more than 35,000 global executives in more than 110 countries covering multiple industries, segments and markets. Regional chapters and advisory boards are active in the Americas, Europe, Asia-Pacific, Middle East, India and Africa. The council's strategic interest groups include the Coalition to Leverage and Optimize Sales Effectiveness (CLOSE), Mobile Relationship Marketing (MRM) Strategies, LoyaltyLeaders.org, CMOCIOAlign.org, Marketing Supply Chain Institute, Customer Experience Board, Digital Marketing Performance Institute, GeoBranding Center and the Forum to Advance the Mobile Experience (FAME). More information on the CMO Council is available at www.cmocouncil.org.

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