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## **CMO Council contributes to Development of Future Asia-Pacific Marketing Leadership**

The Chief Marketing Officer (CMO) Council's Asia-Pacific branch has partnered with the Singapore Management University's Marketing Club, called Smarketing, in organizing a marketing mentorship program for its marketing cohort. Over ten chief marketing officers from the region, with over 100 years of collective experience, are participating in this pilot program.

In partnership, the CMO Council has supported these aspiring marketing leaders during the Future Leaders Summit 2013, an inaugural learning conference organized by the National Trades Union Congress in June 2013. Members of the CMO Council's Asia Pacific Advisory Board shared their marketing expertise with hundreds of young and aspiring marketers.

"The marketing mentorship program with the CMO Council is a unique experience for final year marketing students to be mentored by a chief marketing officer of a reputed company over the course of 1 year. The program will help mentees gain industry insights, first-hand knowledge and experiences, and build relationships – helping them to set career and life goals paving their path with better certainty and clarity," said Professor Willem Smit, adjunct faculty at SMU and faculty advisor for the program.

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, chaired by Vivek Kumar, Director of Membership at National Trades Union Congress, who has played a vital role in organizing involvement in regional initiatives.

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

If you are a senior-level marketer of a leading regional company and are interested in findings out more information about getting involved, please contact Matt Martini at [mmartini@cmocouncil.org](mailto:mmartini@cmocouncil.org).