

ANNUAL REVIEW

# 2022 2023





# WELCOME

## From the Chair

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As a result of the Covid 19 pandemic and other external factors including global political unrest and the cost of living crisis, organisations around the world have experienced continually challenging operating environments. I am pleased to share that despite these challenges, and alongside the implementation of a variety of new initiatives and the development of new products, CIM has generated a net operating surplus for the 2022-23 financial year.

Consumer expectations, behaviours and working practices have all evolved significantly over recent years, as evidenced in our census in 2022. It became clear that CIM needed to take a step back and ensure the organisation was clear on its core purpose, where it was going and what was required to get there. This year, the Board and Executive have allocated considerable time to comprehend, establish, and formalise the essential areas of change necessary to ensure CIM can continue delivering real value to its members, customers and the wider society. This work has informed planning, priorities and actions required for 2023 and beyond.

At a time when the cost of living has increased dramatically, CIM has been able to demonstrate continued salience as a professional body. Through actively engaging with data-driven insights and customer feedback, CIM has been able to remain a trusted source of support for our members. This fact is reflected in our Continuous Professional Development (CPD) numbers; over 50% of our members are registered on the programme, and 22% of our professional member community are Chartered Marketers – an increase of 3% on 2022. Our digital badges have also gone from strength to strength, with 31,020 issued across professional membership, qualifications and training. An impressive 53% of digital badges awarded were shared on social media, further increasing the visibility of our brand.

Through monitoring of wider industry trends and continual investment, CIM has been able to further develop its portfolio of 'virtual' and 'online' courses which continue to deliver positive results. The timely development of a suite of successful AI courses demonstrates our ability to remain agile and ensure we are ahead of key industry trends.

Similarly, the Specialist Awards which were launched earlier this year, have been designed to meet an emerging need for shorter, sharper, and more accessible qualifications.

CIM also launched the Company Affiliate scheme, which unlocks specific benefits for organisations wanting to develop their teams including membership and discounts on training. Although in its infancy, initial uptake and interest have been positive.

We have held several high-profile events this year including our Financial Services Marketing Leader's Summit. This event was held in partnership with World Media Group (Financial Times, Forbes), and saw senior marketers from leading financial services organisations across the world including JP Morgan, Deutsche Bank, Accenture and HSBC in attendance. Feedback on the event was very positive. CIM Scotland also ran a successful pilot of a postgraduate version of our highly popular 'The Pitch' competition, known as 'The Challenge', which has proven successful and as a result will be incorporated into The Pitch for 2024 and beyond.

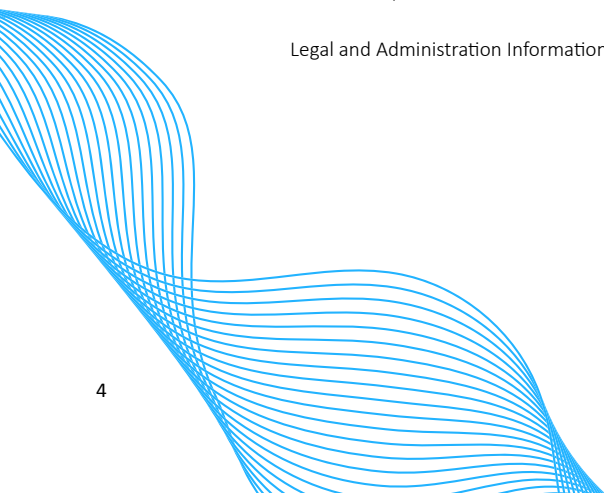
As the financial year came towards a close, we saw the Coronation of King Charles III, who we are privileged to have as our Patron. This patronage is a rare privilege and reminds us of our responsibility to deliver upon the Objects of our Royal Charter for individuals, businesses and society as a whole. By supporting marketers through training, research and insight, as well as promoting high standards, we are well placed to be the guiding light of the profession and the standard bearer, both domestically and internationally.

I would like to personally thank the whole volunteer and membership community for their continued commitment and support for CIM – you are what makes CIM what it is. I also wish to extend personal thanks to those of you who visit colleges and universities on behalf of CIM or are volunteer committee members who run our sector interest groups or regional groups, as we really appreciate all the work you do behind the scenes on behalf of your professional body.

June Dennis, Chair

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# UPDATE

## From the CEO

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This financial year has seen CIM wholeheartedly adapt to the positive changes necessitated as a result of the pandemic, ushering in an era of improved efficiency, accessibility, and responsiveness for the organisation. Although there is no doubt we are still in turbulent times, it is imperative for CIM to continue building on its recent momentum and ensure agility and customer centricity are woven into the fabric of our business.

The Board and Executive used the year to review and refocus CIM's medium to long term objectives, ensuring that, as an organisation, we are able to continue delivering on our core purpose and responsibilities as the professional body for marketing. This process resulted in a number of key initiatives being developed to realign the organisation around the Objects of its Charter and set in motion a development roadmap for the 2023/24 financial year and beyond to increase the value and impact we have to members, marketers, and the businesses they work for.

With active engagement through feedback, including via our census, we have been able to enhance and improve the support and value we are able to offer to our members and the wider marketing community. We have continued to provide access to insights, research, and best-in-class training, enabling marketers to drive their careers, and business growth, even when we find ourselves in a challenging business environment.

We have developed and launched a number of new initiatives this year including corporate engagement with Company Affiliate, our Specialist Awards, and a new suite of AI courses. Alongside the launch of these initiatives, we have continued to invest in our infrastructure and our people, which will enable us to increase efficiency and prepare for the future as we deliver on the ambitious goals of our strategy.

Work also began on the review of the Professional Marketing Competencies with research into key areas of focus for developing these with employers, academic institutions, and channel partners globally.

Recruitment and retention of staff has been a key challenge against the backdrop of hybrid and remote working. Pleasingly, employee satisfaction and engagement remain high, and by adapting to new working practices we have been able to maintain a focus on employee wellbeing whilst also encouraging collaborative team-time on site.

Employee feedback has played a key role in aiding us to continue to build a culture of trust and empowerment, which has been beneficial for staff and the business alike. Earlier this year, CIM hosted a debate in the House of Commons which examined the potential impact of AI on the marketing profession. The evening was lauded by attendees and saw senior figures from across the marketing sector come together with members of CIM's Board and Executive to debate the challenges posed by AI.

CIM's reports and thought leadership have included the views of over 7,000 professional marketers, ensuring that our research is grounded in data driven insight and highly relevant to the wider marketing community. Further, our flagship CMO report has expanded in scope. CIM interviewed 75 leading CMOs from around the world and crafted a report which provides marketing leaders with the insight needed to remain agile in a climate of uncertainty. Our content also continues to prove popular, with downloads of our podcast increasing from 42,420 to 53,621 this financial year.

Our voice in the media has delivered a 16.3% increase over the previous period. We have also provided a platform for over 150 CIM members, including regional and sector interest group chairs, to share their opinions in the press. International coverage now represents over 20% of our total media coverage. Sentiment surrounding our coverage remains very positive with 97.6% of total coverage being rated as either positive or neutral (factual).

The progress we have achieved is a direct result of the incredible support and efforts of our staff, our volunteer members, and our strategic partners, and I would like to convey my sincere gratitude for this. CIM represents the very best of the marketing profession, and our commitment to being the standard bearer of the profession would not be possible without each and every one of you who have worked tirelessly this year. By continuing to provide world class training, research, qualifications, and content, we can ensure that marketers are ready to make better informed decisions and choices, and tackle any challenges that come their way.

Chris Daly, CEO

## HIGHLIGHTS

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**24,800+** members in  
**136 countries**

**354,691**

total followers  
on social media

**450+**

pieces of coverage  
secured in the press

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**£208K** Consolidated net  
**operating profit**

**97.6%** positive or neutral  
sentiment in **media coverage** over the  
course of the year

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**750** accredited degrees offered by  
**142 accredited universities**

Launched a suite of new **AI courses**  
and our **Specialist Awards**



## OUR PEOPLE

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The past financial year has seen CIM face a complex and dynamic set of challenges and external influences including difficult economic conditions, a competitive recruitment market and changing employment legislation. All of these factors continue to shape our HR practices. Attracting, developing and retaining talented people to the organisation has required agile solutions and our employer branding has become a critical factor in attracting talent to CIM. We have increased our use of platforms such as Glassdoor to showcase our company culture and employee experience which has helped to increase the number of candidates applying for roles and has also enabled us to attract senior talent through our own search processes. Compared to the previous financial year we have seen a reduction in our levels of turnover with employee satisfaction and engagement remaining high. Embracing hybrid and remote working has enabled us to tap into a wider talent pool and fill previously challenging roles.

The past few years have seen the most radical changes to working practices in living memory and expectations of flexible and hybrid working

continue to reshape the recruitment landscape. However, remote working can impact employee engagement and we have had to find ways to keep employee connections alive and strengthen our company culture. Like many organisations we continue to navigate this, aiming to balance the benefits of flexibility with the need for team collaboration in our physical workspaces through the lens of employee wellbeing.

With CIM's ambitious plans for growth, we will need to adapt to the technological development of our business and changing roles and the introduction of AI in the workplace will widen skills gaps. To future-proof our workforce and promote upskilling, we have launched a new learning platform enabling learning in the flow of work, upskilling our people with knowledge that is personalised, relevant and timely.

Looking to 2024, HR will need to continue to be forward thinking and adaptable, monitoring and anticipating external factors to align our activities to the evolving needs of the business. Our data-driven insights will continue to inform our products and shape our employee experience.



# OVERVIEW: MEMBERSHIP

A year of new initiatives  
and a year of engagement

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**22%** of our professional member community are **Chartered Marketers** which demonstrates a **3%** increase from the previous financial year.

**Professional recognition** continues to be our member's top reason for joining us.

**53%** of digital badges awarded were shared on social media, helping to increase visibility of the brand online.

Member exclusive webinars consistently exceeded **1,275** registrants every month with additional live Q&A sessions added over social media.

**501** successful membership upgrades including **86** Members becoming Fellows.

**31,020 digital badges** issued across membership, qualifications and training this year.

# OVERVIEW: QUALIFICATIONS

A year of new qualifications  
and a year of upskilling

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Work began on the review of the **Professional Marketing Competencies** with research into key areas of focus, leading to development with employers, academic institutions, and channel partners globally.

Revenue from accredited degree partners increased year on year with a total of **700** undergraduate and post graduate degrees mapped globally.

Apprenticeships revenue doubled on the previous year which also led to an increased Apprenticeship EPA market share to **42%**.

**Increased regulatory partnerships**, included working more closely with government bodies such as IfATE on the development of the Marketing T-level.

Decline in the number of learners entering qualifications due to **economic crisis** and the **adverse foreign exchange rates** in key **international** markets.

**Digital specialism** remained key to qualifications choice, leading to the development of new qualification products and the **Specialist Awards**, which will provide insight into future qualification developments.

We extended our **partnerships** with leading UK universities including Warwick, Royal Holloway, UCFB, and Ravensbourne.

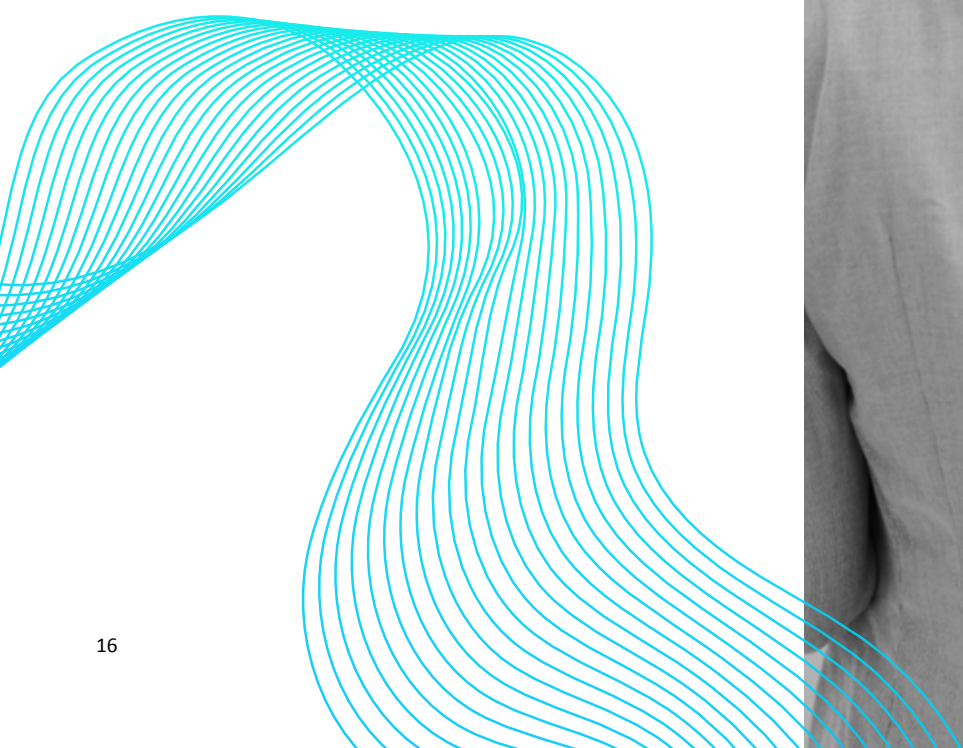
We expanded our **global reach** with new university partnerships in Sri Lanka, Greece, Dubai, Hong Kong and Kazakhstan.



# OVERVIEW: LEARNING AND DEVELOPMENT

A year of growth and a year  
of personal development

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A year of **continual investment** in developing new or revised 'virtual' and 'online' courses.

Virtual courses have seen a year-on-year increase of **3%** in revenue and **5%** in delegate volumes.

Business Solutions launched Company Affiliate, to **support** and **recognise** organisations developing their marketing teams.

Online course revenue increased by **22%**, with delegate volumes growing by **17%**.

Overall, revenue performance for the area saw growth of **£190k**, **4%** YOY.

International reach for our virtual and online courses increased by **27%** YOY.

Open Training delivered **+5%** YOY growth, Business Solutions **+7%** YOY.

CIM Academy delivered constantly high pass rates of over **90%** for CIM qualifications across all three assessment sessions.

# OUR ENGAGEMENT

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**4.8M**

Organic social impressions

**462,607**

Visitors to the CIM website

**25,248**

New followers

**300,278**

Organic social engagements

**1,732**

CIM posts on social media



## OUR VOICE ACROSS THE MEDIA

### Our activity:

- **Reach:** Since our last Annual Review, we have reached an audience of over 380 million people globally with our announcements and opinions in the media. This is a 16.3% increase from the last financial year.
- **Engagement:** A new strategy to elevate CIM's voice saw us refine our PR programme, securing media opportunities and press coverage in national and sector publications, which make up 24.3% and 33.3% of total coverage respectively.
- **Relevancy:** CIM has a clear, respected voice on the key marketing issues. Our spokespeople are positioned as experts across the marketing press, national newspapers, leading sector titles and in Parliament.

### Engagement with our members and the media:

- Working with a number of strategic partners (universities, training providers and professional bodies) we have produced research reports and thought leadership articles which have seen engagement from over 12.5 million people across the world.
- Engagement levels for our research reports and thought leadership have remained high in the media and on social media platforms. The CIM Newsroom has received over 14,000 visits this year.

### Ensuring our members have a voice:

- We have secured over 450 pieces of coverage in the media this year with 30% of these featuring views from CIM members.
- **Share of voice:** We have maintained either #1 or #2 share of voice amongst key competitors over the course of the year.
- **Sentiment:** As part of our communications strategy, we focused on maintaining a consistent voice in the media. As a result, the sentiment of our coverage was 97.6% positive or neutral on average across the financial year.

### Driving the news agenda on the issues that matter with:

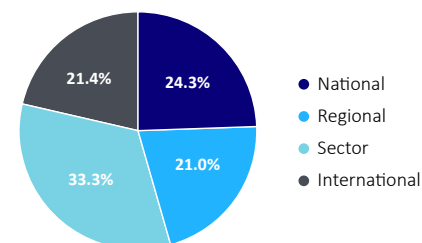
- **Broadcast & newspapers:** BBC, Forbes, The Guardian, The Times, Sky News, Evening Standard, Mail Online – CIM member views, qualifications, course directors, research, thought leadership.
- **Trade:** Marketing Week, The Drum, Campaign, Raconteur, Learning News, FE News – CIM member views, marketing trends, apprenticeships, the skills gap, qualifications, AI/martech, research, thought leadership.
- **Sector:** The Grocer, Retail Week, Construction News, Charity Times, Travel Trade Gazette – CIM member views, sustainability research, digital marketing skills, leadership, marketing trends, best practice.
- **Regional:** The Irish News, The Scotsman, The Orcadian, Yorkshire Post, Prolific North, – CIM member views, mental health, The Pitch / The Challenge competition, career advice, marketing legislation, sustainability.

### Driving our international voice:

- As part of CIM's strategy we have continued to develop our international voice, generating 97 international media hits which equates to around 20% of our total coverage.

## WHO COVERS OUR NEWS?

Our voice is heard and covered by a wide range of media (broadcast, national newspapers, sector, regional and international press) ensuring we have a clear voice on the major issues.



## ENSURING MARKETING HAS A CLEAR VOICE IN THE PRESS:

### Forbes

#### Support Your Customers In A Financial Crisis And Reap The Rewards Of Loyalty

James Delves, head of public relations and external engagement at CIM, says: "Marketing departments need to build trust with consumers to ensure they are front of mind when customers and potential customers are deciding where to spend their limited budget and understand the current trends in their markets.

"They can do this by auditing their customer base to understand how priorities have shifted, communicating directly with them to understand immediate and longer-term needs, and engaging with consumers authentically through the channels they trust. Only then, with sight of the bigger picture, can businesses expect to maintain brand loyalty and engagement."

### Raconteur

#### 3 ways to make your marketing budget go further

In December 2022, a survey of chief marketing officers by the Chartered Institute of Marketing (CIM) revealed that 18% were facing a year-on-year reduction to their annual budgets. While that may seem bleak, it's still a significant improvement on the equivalent figure published by the CIM the year before: 47%.

"Marketing chiefs are actually more optimistic about the global economy than they were a year ago, according to our research," reports the institute's CEO, Chris Daly. "Tighter budgets are encouraging many to focus on below-the-line channels, which require a comprehensive understanding of customer needs and that lies at the heart of professional marketing."

### The Drum

#### 60% of CMOs had budgets increase this year and expect further boost in 2023.

Nearly 60% of chief marketing officers have seen budgets grow in 2022, despite the UK and US economies slipping into recession, according to a report by the Chartered Institute of Marketing (CIM).

The CMO75 report surveyed 75 chief marketing officers and marketing directors across the globe to gauge optimism in the industry.

### Marketing Week

#### 'Returnerships' and tax reliefs: What does the 2023 budget mean for brands?

The Chartered Institute of Marketing's CEO Chris Daly has welcomed the government's "back to work" budget focus, stating it is essential for the growth of the marketing industry.

However, he says Hunt's budget marked a "missed opportunity" to reform the Apprenticeship Levy, something which he says is vital to allow businesses to upskill their staff.

# OUR RESEARCH

To ensure CIM members have access to the very latest insight from across the marketing sector we undertook a number of major research projects. These reports ensure our members have the insight to make better, more informed, decisions driving their careers.

Our research covered a range of topics including:

- Sustainability
- Emerging Technology and AI
- Marketing Leadership
- Diversity and inclusion
- The marketing skills gap
- International marketing
- The value of marketing
- Marketing careers
- Challenges and opportunities for marketers
- Global CMO insight

## Reach:

Our research has reached an audience of over 30 million people through our members and third parties sharing our research, PR announcements and opinions on their social media channels.

## Events:

We organised several highly successful events this year including our Financial Services Marketing Leaders' Summit, which was held in partnership with World Media Group, E1 Advisory and Adobe and took place at the Reuters offices in Canary Wharf.

CIM also hosted a debate in the Houses of Parliament with the Chartered Institute of Public Relations (CIPR) and the Debating Group which examined the potential impact of AI on the marketing profession. This debate brought members of CIM's Board and Executive together with CIM members and senior figures from across the marketing sector.

## Our voice:

Our thought leadership is informed by members of the marketing community, and this year, we have featured the opinions of over 7,000 professional marketers in our research.



# SOCIAL AND ONLINE

Social media remained a fundamental way for us to reach and engage with marketers at different stages in their careers. Our social following continued to grow, with over 25,000 new followers across all platforms, and over 300 new members in our official LinkedIn group.

Different content forms are regularly tested, but carousels and short-form videos specifically drove strong engagement across social media platforms. Our top carousels featured information about essential marketing skills, the impact of the Great Resignation, and key trends marketers need to consider in 2023. Our approach to short-form content was tailored for each platform, including marketing news updates, behind-the-scenes snippets, new product announcements, and more. This approach helped us achieve a 46% follower growth on TikTok.

Following the success of previous live Q&As, we held a sustainable marketing live Q&A. We also collaborated with micro-influencers on sponsored content to reach new and highly engaged audiences in a more authentic way. We have seen strong results from these activities and plan to increase them over the next year.

The main [cim.co.uk](http://cim.co.uk) site continued to be a vital touchpoint to inform and guide the user journey, with 593,327 total engaged visits.



# TOP POSTS

**46%**  
Engagement rate  
(Jan 2023)



**48.4%**  
Engagement rate  
(Aug 2022)



**52.6%**  
Engagement rate  
(Aug 2022)





## THE YEAR AHEAD

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The year ahead will see us build on the foundations of the past twelve months, enabling us to build capability, refine our communications and become more relevant to customers.

We will address the constantly evolving marketing landscape by updating and refining the Professional Marketing Competencies, working closely with employers, academic institutions, and strategic partners.

We will continue to grow our voice and relevancy by representing, developing and recognising the marketing profession.

To further enhance our training portfolio with new leadership, specialist and creative programmes. Delivering a mix of the latest online, virtual and in-person courses on the most in-demand topics.

To continue to develop strategic partnerships, including working more closely with government and trade bodies and strengthening learning channel relationships.

Further develop our owned and partnered content to enrich the membership and learning propositions for our customers and the wider profession.

To enhance all aspects of the customer experience, providing great consistency and a higher service level across all touchpoints.



# FINANCIAL REPORT 2023

# 2022 2023

## Overall results

The consolidated financial statements include the continuing subsidiaries of CIM: The Communication Advertising and Marketing Education Foundation (CAM), a charity limited by guarantee, CIM Hong Kong Limited and CIM Enterprises Limited. Revenue of just under £14 million is 2.6% higher than last year with improvements in Training and Conference Centre driving the increase.

The Directors have considered the market value of the investment property as at 30 June 2023 and, following the valuation received in July 2023, have revalued the investment property to a value of £250,000. The change in the fair value of the investment property of a gain of £50,000 has been credited to the profit and loss account. (2022: loss of £350,000). After accounting for the impairment and net interest payable, there was a profit before tax of £208k (2022: £457k).

The defined benefit pension scheme showed an accounting surplus of £4.3m at the year end; although this asset has not been and cannot be recognised in accordance with accounting standards. This compares to a surplus of £5.7m last year. The main reason for the decrease in surplus over the year is due to lower than expected investment returns over the period, which has been partially offset by a decrease in market views on long term inflation. This has been further offset by an increase in corporate bond yields which led to a decrease in the value of the liabilities.

## Profit and loss account

Qualifications revenue showed an 8% reduction against 2022 down to £3.1m, mainly due to the lower level of assessment bookings. Membership revenue showed a year-on-year decline of 5.7% to £3.7m. Training revenue continues to rise with a 4% increase on 2022, taking it to £4.9m.

The Conference Centre revenue increased by £667k to £2.2m which was a 43% increase on 2022. Direct costs of sales at £7.3m were up by 11% resulting in a gross profit of £6.6m which was a decrease against the prior year. Administrative expenses at £6.5m increased by 4% compared with last year.

As a result, CIM reported a consolidated operating profit before changes to impairment of £153k (2022: £817k).

## Balance sheet

The total net worth of CIM as at 30 June 2023 was £4.99m (2022: £4.8m) with unrestricted reserves accounting for £4.3m (2022: £4.1m). The restricted reserves of £685k relate to CAM and are required to be utilised for its charitable purposes. As its previous qualifications have ended, CAM continues to work on its proposition and strategy.

Capital expenditure of £1m was slightly lower than the prior year (2022: £1.1m) and related primarily to investment in the new CRM system as part of the programme to reduce our technical debt.

Net current liabilities were £3.1m (2022: £2.4m). This includes the current portion of the Santander loan of £0.227m, which is repayable within 5 years, £2.4m of deferred income (down £0.1m on last year) and Trade Creditors £0.9m (down £49k on last year). Also, Trade and other Debtors were £0.6m (the same as last year).

Cash at bank and in hand at the end of the year was £579k. There is also the £1.5m Government backed Coronavirus Business Interruption Loan Scheme (CBILS) overdraft facility which was in place.

## Summary and Outlook

In summary, the Board is very pleased with the progress CIM has made in 2022/2023 in maintaining financial stability as well as embracing the elements that will deliver growth – both now and in the future. We are also very excited about the implementation of the fresh strategy over the coming years and recognise how important this next year of transition will be. We have full confidence in the Executive to deliver on this transition, and this remains an exciting time of opportunity for CIM as it adapts to meet the challenges of the future.

The Board wishes to thank the CEO, the Senior Management Team and all CIM staff, our membership and the wider stakeholder community for their commitment and dedication to maintaining a strong professional body that is robust, agile, and capable.



# CONSOLIDATED PROFIT AND LOSS ACCOUNT AND STATEMENT OF RETAINED EARNINGS

**2022**  
**2023**

For the year ended 30 June 2023

	2023 £'000	2022 £'000
Turnover	13,954	13,600
Cost of sales	(7,305)	(6,535)
<b>Gross profit</b>	<b>6,649</b>	<b>7,065</b>
Administrative expenses	(6,496)	(6,248)
<b>Group operating profit before changes to impairment</b>	<b>153</b>	<b>817</b>
Gain/(Loss) on changes in fair value of investment property	50	(350)
<b>Operating profit</b>	<b>203</b>	<b>467</b>
Interest receivable	23	6
Interest payable	(18)	(16)
<b>Profit on ordinary activities before taxation</b>	<b>208</b>	<b>457</b>
Taxation	-	-
<b>Profit after taxation</b>	<b>208</b>	<b>457</b>
Other comprehensive income for the year:		
Actuarial losses on defined benefit pension scheme	-	-
<b>Total comprehensive income for year</b>	<b>208</b>	<b>457</b>
Retained profits brought forward	4,785	4,328
<b>Retained profits carried forward</b>	<b>4,993</b>	<b>4,785</b>

# CONSOLIDATED BALANCE SHEET

2022  
2023

At 30 June 2023

	2023 £'000	2022 £'000
<b>Fixed assets</b>		
Tangible assets	7,868	7,233
Investments	250	200
	<b>8,118</b>	<b>6,998</b>
<b>Current assets</b>		
Stocks	20	20
Debtors - due within one year	1,010	842
Cash at bank and in hand	579	1,831
	<b>1,609</b>	<b>2,693</b>
<b>Current liabilities</b>		
Creditors – amounts falling due within one year	(4,734)	(5,114)
	<b>(4,734)</b>	<b>(5,114)</b>
<b>Net current liabilities</b>	<b>(3,125)</b>	<b>(2,421)</b>
<b>Total assets less current liabilities</b>	<b>4,993</b>	<b>5,012</b>
<b>Creditors</b>		
Amounts falling due after more than one year	-	(227)
<b>Net assets excluding pension liability</b>	<b>4,993</b>	<b>4,785</b>
Defined benefit pension liability	-	-
<b>Net assets</b>	<b>4,993</b>	<b>4,785</b>
<b>Retained earnings</b>		
- CIM GROUP	4,308	4,156
- CAM	685	629
<b>Total retained earnings</b>	<b>4,993</b>	<b>4,785</b>

# LEGAL AND ADMINISTRATION INFORMATION

# 2022 2023

## For the year ended 30 June 2023

### The Board of Directors

Dr June Dennis  
DipM FCIM Chartered Marketer –  
Chair

Michael Lynch  
DipM FCIM Chartered Marketer –  
Vice Chair

Andrew Yuille  
DipM FCIM Chartered Marketer –  
Vice Chair

Gina Balarin  
FCIM Chartered Marketer

William Burton  
DipM FCIM Chartered Marketer  
(From December 2022)

Matilda Crossman  
DipM MCIM FCCA  
(Until December 2022)

Nadi Dharmasiri  
DipM FCIM Chartered Marketer  
(Until December 2022)

Mark Durkin  
FCIM  
(Until January 2023)

Natalie Gross  
DipM FCIM  
(Until December 2022)

Kate Hamilton  
DipM Hon FCIM Chartered Marketer  
(Until December 2022)

Fiona Hawkins  
FCIM

Dr Dawn Holmes  
FCIM Chartered Marketer

Gus Maclver  
ACIM FCMA

Dr Ruchitha Perera  
DipM FCIM Chartered Marketer  
(From December 2022)

### Vice Presidents

Andrew Cosslett  
Hon FCIM

Fiona Dawson  
Hon FCIM

Martin Glenn  
Hon FCIM

Lord Michael Grade  
Hon FCIM

### Strategy and Finance Committee

Gus Maclver  
ACIM FCMA – Chair

Dr June Dennis  
DipM FCIM Chartered Marketer

Professor Mark Durkin  
FCIM  
(Until January 2023)

Michael Lynch  
DipM FCIM Chartered Marketer  
(From April 2023)

Andrew Yuille  
DipM FCIM Chartered Marketer

### The Appointments and Remuneration Committee

Andrew Yuille  
DipM FCIM Chartered Marketer –  
Chair

Carol Ashton  
Chartered MCIPD

William Burton  
DipM FCIM Chartered Marketer  
(From April 2023)

Dr June Dennis  
DipM FCIM Chartered Marketer

Richard Doe  
DipM FCIM  
(Until October 2022)

Dr Dawn Holmes  
FCIM Chartered Marketer  
(Until April 2023)

### The Audit and Risk Committee

Gus Maclver  
ACIM FCMA – Acting Chair  
(From March 2023)

Matilda Crossman  
DipM MCIM FCCA  
(Until December 2022)

David Maltby  
FCIM

Kevin Smith  
FCCA

Johnny Smoes  
FCIM Chartered Marketer  
(From December 2022)

### The Constitution and Ethics Committee

Helen Anderson  
FCIM Chartered Marketer

Andrew Chalk  
DipM FCIM

Dr Dawn Holmes  
FCIM Chartered Marketer  
(Until April 2023)

Michael Lynch  
DipM FCIM Chartered Marketer  
(From April 2023)

Matt Waters  
ACIM Chartered Marketer

# LEGAL AND ADMINISTRATION INFORMATION - CONT.

2022  
2023

## For the year ended 30 June 2023

### Regional Chairs

Marie Lake  
DipM MCIM  
(East of England)

Andrea Snagg  
FCIM Chartered Marketer  
(Greater London)

Chris Gilroy  
FCIM  
(Ireland)

Rachael Mabe  
DipM FCIM  
(Midlands)

Kirsty Ramsey  
DipM MCIM  
(North East)

Jennifer Baker  
MCIM  
(North West)

Ellie Murphy  
FCIM  
(Scotland)

Marie Wilcox  
DipM FCIM Chartered Marketer  
(South East)

Claire Bryant  
ACIM  
(South West & Channel Islands)

Dr Gavin Davies  
FCIM Chartered Marketer  
(Wales)

Claire Pryke  
DipM FCIM Chartered Marketer  
(Yorkshire)

### Principal Office

Moor Hall  
Cookham  
Maidenhead  
Berkshire  
SL6 9QH

### Auditors

MHA (MacIntyre Hudson LLP)  
Victoria Court  
17-21 Ashford Road  
Maidstone  
Kent  
ME14 5DA

### Banker

Santander UK plc  
2 Triton Square  
Regents Place  
London  
NW1 3AN

### Solicitors

Governance Matters:  
Farrer & Co  
66 Lincoln's Inn Fields  
London  
WC2A 3LH

### Leadership Team

Chris Daly  
FCIM Chartered Marketer  
Chief Executive

Anna D'Souza  
FCCA ACIM  
Director of Finance,  
Procurement and Risk

Maggie Jones  
DipM FCIM  
Director of Qualifications  
and Partnerships

Stu Kaley  
MCIM  
Director of Customer  
Experience and Digital

Sarah Lee-Boone  
Chartered FCIPD ACIM  
Director of People and Workplace

Joanne Saintclair-Abbott  
CG (Affiliated)  
Institute Secretary

James Sutton  
FCIM  
Strategy and Commercial Director

### Disciplinary Committee






In June 2023 the Disciplinary Committee heard a case against a Member. The outcome was that the Member was found to be in breach of clauses 1,3,4 and 10 of CIM's Code of Professional Conduct and due to the serious nature of the allegations, was expelled from Membership for a period of 10 years.



CIM

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Cookham  
Maidenhead  
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