



The Chartered
Institute of Marketing

Delivering relevance, growth and impact.

Annual review | Year ended 30 June 2024



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Welcome from the Chair

The 2023/24 financial year marked an exciting new chapter for CIM with the launch of our seven-year strategy, guiding us through to 2030. The strategy sits at the centre of the Board's focus and has been developed to ensure CIM delivers the highest possible value to its members, the marketing profession, and the businesses they support. In this first year, we laid a strong foundation for long-term success, with the Board and Executive keeping the fulfilment of the Objects at the heart of the decision-making. Although established in 1989, these Objects remain relevant today, supporting our purpose as an organisation and our aspiration to set the global standards of marketing capability development and accreditation. Our aim is to foster a more connected, accessible, responsible and valued profession. We strive to be more agile, relevant and progressive as we reshape CIM to deliver sustainable growth that can be reinvested into advancing the profession itself. And so I am very pleased that the organisation delivered an operating surplus of £151k for the 2023/24 financial year.

This year's achievements underscore the strong foundations we've built in the first phase of our new strategy. One of the key initiatives has been our focus on improved engagement – actively listening to our members and the wider marketing community through channels like our member feedback surveys. The feedback we received helped shape several enhancements, enabling us to offer more relevant and valuable support. Despite operating in a challenging business environment, CIM has continued to provide marketing professionals with access to the insights, research and training they need to drive both their careers and business growth.

In October 2023, our Global Marketing Excellence Awards celebrated outstanding achievements across the field, showcasing the best in innovation and impact. Another highlight was the House of Commons debate hosted by CIM, focusing on the role of artificial intelligence (AI) in marketing. Attended by senior figures from the sector and CIM's leadership, the event sparked valuable discussions

on the challenges and opportunities AI presents. The debate reinforced CIM's role as a thought leader in marketing's evolving landscape. In November, we held a dinner for our chartered members at Moor Hall to celebrate the 25th anniversary of Chartered Marketer status. The event was warmly received.

CIM's research and thought leadership has expanded, incorporating the perspectives of over 900 professional marketers to inform our reports. Our work with leading brands like IBM and global financial institutions has enabled us to share high-value insight with our membership. This data-driven approach ensures our insights are relevant and impactful. Our reports give marketing leaders the insights they need to remain agile and informed in uncertain times. Our content continues to resonate with the marketing community, with over 320,000 engagements across our content hub articles, podcasts and webinars.

In support of our strategy, our voice and relevancy have grown, with CIM receiving 20% more media coverage globally year-on-year. We have provided a platform for our membership, with CIM members featured in 85 media articles including regional and sector interest group chairs sharing

their expertise in the press. Sentiment surrounding CIM remains overwhelmingly positive.

Looking ahead, CIM remains focused on further implementing the next stage of the strategy as we continue to embed a solid foundation for growth. Marketing is the motor of growth, and it is CIM's remit to continue to develop and support marketing capabilities through training, research and qualifications, with Chartered Marketer recognition as a central commitment.

And finally, I would like to take this opportunity to personally thank the CEO, the Executive and all CIM staff and, of course, our whole volunteer and membership community, for their continued support and commitment to CIM. It is through such joint stewardship that we will succeed, and I look forward to maintaining this momentum to deliver growth as per our strategy to 2030.



Andrew Yuille, Chair





Update from the Chief Executive

This year has been one of transformation on a broad scale for CIM as we implemented year one of the new strategy. It represents a bold plan to bring clarity to CIM's position and the ability to continue to deliver value for our members, the marketing profession, and the businesses they support. It is about laying the foundation for long-term success, with the key outcome to ensure that CIM stays aligned and focused on its core mission as the professional body for marketing. Central to this strategy is making sure that we establish a more agile, customer-centric organisation that can adapt to the challenges and opportunities of an ever-changing market.

In line with our strategic direction, we launched several new initiatives this year. These included an enhanced Company Affiliate programme for corporate engagement, development of the new qualifications syllabus, and the launch of a new suite of AI-focused training courses. These initiatives are designed to keep CIM at the forefront of developments in the marketing industry and ensure our members retain the latest skills and knowledge. At the

same time, we have continued to invest in our infrastructure and people, positioning the organisation to deliver on our ambitious goals.

A significant part of our strategy was the development of CIM's new Global Professional Marketing Framework (GPMF). Following input from business leaders, recruitment agencies and marketing professionals globally, we identified the critical skills, behaviours and attributes of an outstanding marketer. We identified eight broad areas of technical knowledge and expertise that the marketing profession needs. These can be broken down into more than thirty distinct skillsets that are key to success in today's industry. These competencies are in addition to the strategy and planning skills to set an organisation's direction and, combined with elements of behaviours and values that shape an individual's professionalism and an organisation's culture, this is an all-encompassing framework that helps deliver the maximum professional marketing impact. The GPMF is pivotal in developing the capabilities of the next generation of

marketers, which is why it underpins the development of all our products.

The pandemic accelerated many positive changes, and this year has been one of adaptation for CIM, as we solidify new ways of working. Recruitment and retention have been key challenges, particularly as we adjust to hybrid and remote working models. However, we are pleased to note that employee satisfaction and engagement remain high. By embracing flexible working practices, we have maintained a focus on wellbeing while continuing to foster collaboration through on-site team days. The feedback from our employees has been instrumental in building a culture of trust and empowerment, which benefits both our staff and the wider organisation.

All this progress would not have been possible without the incredible support of our staff, volunteer members and strategic partners, and I extend my heartfelt appreciation and thanks to everyone who has driven these achievements forward. CIM's role as the standard bearer of the marketing profession is a collective effort, made possible by the commitment of our entire membership community and their extended networks.

In looking forwards, our focus remains on delivering on our strategy and continuing to further develop marketing capabilities

by providing world-class training, research, qualifications and content to equip marketers to make informed decisions and navigate future challenges. At the centre of our purpose is a commitment to champion Chartered Marketers, raising awareness amongst employers and recruiters about the value they bring as trusted, professionally certified marketers.

CIM is serious about marketing, and by highlighting the value and impact this incredible profession can have, this will ensure CIM's relevance in the future while continuing to deliver on the Objects of our Royal Charter.



Chris Daly, CEO



Our people

Over the past year, our workforce has seen significant growth and development, with our People team playing a pivotal role in driving our organisational goals. Through strategic initiatives, talent management and fostering a culture of continuous improvement, our people have responded to a dynamic set of challenges and external factors, including economic conditions,

a competitive recruitment market and changing employment legislation, which have all continued to shape our HR practices.

Attracting, developing and retaining talented people has required innovative and agile solutions. Our enhanced employer branding has proven vital in drawing new talent to CIM, while our comprehensive



onboarding programmes and professional development opportunities have cultivated an environment where people feel valued, supported and engaged.

Strategic alignment has been a central focus for the People team, ensuring that our operations and initiatives are closely aligned with our organisational goals. Our guiding principles have been clearly communicated and we have fostered a culture of collaboration by promoting cross-functional teamwork. This has broken down silos and enhanced our capacity to work together on strategic projects.

The People team's efforts have been instrumental in building a resilient, capable and motivated workforce, well positioned to meet future challenges. As we look ahead to 2024/25, we will continue to innovate and adapt to the evolving needs of our people. With CIM's ambitious growth plans, our focus will be on remaining forward-thinking and adaptable, aligning our strategies with external factors and ensuring our workforce is prepared to support CIM's continued success.

Sustainability

In the last 12 months, our sustainability programme has made significant strides in embedding sustainable practices across the organisation, aligning our efforts with both our strategic aims and broader global sustainability goals. In response to growing environmental and social challenges, we have continued to adopt initiatives that not only reduce our environmental footprint but also promote long-term resilience and social responsibility.

Central to our approach has been a focus on reducing resource consumption and waste. We have implemented energy-efficient measures across our operations with the aim of reducing our carbon emissions.

Education and engagement have been critical in fostering a sustainability mindset throughout the organisation. Through workshops, training sessions and awareness campaigns, we have empowered our people to contribute meaningfully to our sustainability goals.

As we look towards the coming year, we are committed to deepening our sustainability efforts. We will continue to assess and refine our practices, explore new innovations, and ensure that sustainability remains at the core of our operations. With an eye on both immediate actions and long-term impacts, we remain dedicated to creating a more sustainable, equitable future for our organisation.



Our highlights

Membership Growth:

25,637 members across 136 countries, with 3% growth

Professional Development:

3,222 Chartered Marketers, a 10% increase

Mentorship Impact:

962 mentors supporting the profession

Qualifications:

Launched our new qualifications, better suited to meeting the needs of today's marketers



Accredited Degrees:

Offered by **157** universities globally

Training Success:

Training revenue exceeded **£5 million**

Financial Performance:

Achieved a **£151k** operating profit

Social Media Engagement:

Our followers grew to **375,827** from **354,691** last year, a **5%** increase

Leadership in Market Presence:

Measured against UK and international professional marketing associations, CIM retained the **#1** position for share of voice in the UK and internationally

Media Exposure:

Mentions of CIM and products increased by **20%** since last year

Podcast Growth:

47,474 downloads of the CIM podcast. We now have listeners from **136 countries**

International Competition:

A **record number** of **200** teams from the UK and internationally participated in **The Pitch 2024**

Developing marketing capability

This year has been one of progress for CIM, as we've continued to take bold steps to help marketers stay ahead in an ever-evolving profession. AI is quickly becoming a cornerstone of the marketing landscape. Recognising the urgent need to equip marketers with the right skills to navigate this complex and rapidly advancing area, we launched seven training courses around the use and application of AI in different contexts. The response has been overwhelmingly positive. These courses have given marketers the tools, knowledge and insights they need to remain competitive at this new frontier.

Our commitment to helping marketers grow doesn't stop there. Understanding the pressures professionals face today, we've also developed a brand-new suite of qualifications in professional and specialist digital areas. Launched in September 2024, these qualifications were shaped by extensive market research and are built to meet the current demands of the industry. We've designed them with flexibility in mind – offering shorter, sharper online modules

to make it easier for marketers to fit learning into their busy schedules, no matter where they are in the world. This new approach ensures that marketers can stay on top of their game without sacrificing their personal or professional commitments.

In 2024, we expanded our Apprenticeship End Point Assessment activities to meet the growing demands for high-priority apprenticeship standards, capitalising on the 28% year-on-year increase in revenue. With anticipated changes in government policy and focus over 2024/25, we have strengthened our engagement with apprenticeship providers and employers to ensure we can swiftly adapt and continue to support this area.

We worked with Pearson to support the development of the upcoming Marketing T Level, targeting the 16–18-year age group. This initiative is scheduled for launch in September 2025, reinforcing our commitment to developing future marketers.

This year has also been one of growth for

CIM itself. We're thrilled to report that our total membership has increased by 3% to 25,637. This includes 3,222 Chartered Marketers, which is a 10% growth on the previous year. It's a clear sign that our work is resonating with the global marketing community, and we're proud to continue serving as a trusted partner for professional development.

Membership in numbers

- **25,637** membership
- **9,286** studying members
- **15,922** graded members
- **962** mentors sharing their experience to benefit others
- **1,842** mentees benefiting from the experience of our mentors
- Our Continuing Professional Development platform saw **13,447** enrol
- **3,222** Chartered Marketers
- **5,265** members attending our member-exclusive webinars

Please see page 23 for more information on how we engage with our members.

The Global Professional Marketing Framework

A significant part of our strategy was the development of CIM's new Global Professional Marketing Framework (GPMF). Following input from business leaders, recruitment agencies and marketing professionals globally, we identified the critical skills, behaviours and capabilities of an outstanding marketer. We identified eight broad areas of technical knowledge and expertise that the marketing profession needs. These can be broken down into more than 30 distinct skillsets that are key to success in today's industry. These

competencies are in addition to the strategy and planning skills to set an organisation's direction and, combined with elements of behaviours and values that shape an individual's professionalism and an organisation's culture, this is an all-encompassing framework that helps deliver the maximum professional marketing impact. The GPMF is pivotal in developing the capabilities of the next generation of marketers, which is why it underpins the development of all our products.

DIRECTION

Developing capability by design for understanding and context

CAPABILITY

Knowledge & abilities to deliver against the plan



PROFESSIONALISM

The way we work

IMPACT

The benefits to us, our business, the economy and society



CIM Business Centre

In the financial year, total revenue reached £2.3 million, marking a 4.5% increase year-on-year. The rebranding of Moor Hall conference centre into the CIM Business Centre continued to yield positive results, attracting new companies throughout the year.

However, the Business Centre faced an unexpected challenge when Cookham Bridge was closed for essential repair work from mid-October 2023 to mid-March 2024. This closure restricted a significant portion of our client base and had a notable impact on revenue. Despite this, the bridge's reopening in mid-March 2024 set the stage for a strong finish to the year, highlighted by our hosting of several high-profile business events for the first time.

The bridge's closure provided an opportunity for strategic development, leading to investment in a new restaurant and buffet servery counters. Our commitment to enhancing the site was further demonstrated by the restoration of the Manor House lobby floor to its original oak floorboards from 1805, as well as the refurbishment of all 80 bedrooms. These improvements have significantly enhanced the customer experience, reflected by higher customer satisfaction ratings.

The on-site team has stabilised, maintaining consistent staffing levels that meet the Business Centre's demands. Moving forward, our focus remains on continuous development of team skills to sustain high-quality service delivery.

Our engagement



516,347 – Web visitors



327,459 – Organic social followers



214,094 – LinkedIn followers



47,474 – Total podcast downloads



12,300 – CIM members registered for our member-exclusive webinars



267,000 – Views of our content hub thought leadership



Engaging our members and the wider profession

We believe that marketing is the driver for organisational growth and can deliver a positive impact on the economy and society, but of course it's the people in the sector that make it happen. We enable our members and the wider marketing community to take control of their careers through learning and development and keeping them up to date and informed. We do this by providing current, relevant resources, thought leadership and content delivered through a range of channels from events to podcasts. All of which are designed to give our members the tools and resources they need to succeed and make a real impact.

Our volunteer community

Our volunteers and regional communities are at the heart of CIM. Put simply, we couldn't do what we do without them. They are the driving force of relevant, sector-specific content and events that help grow a dynamic global community of marketers.

This energy and expertise enables us to directly engage with our members through various channels, ranging from local networking meetups to large, high-profile events. For members who prefer virtual engagement, our community manages the Webinar Express series, which offers

interviews and actionable advice from both local and sector perspectives.

Over the past financial year, we have collaborated closely with our community, which now spans the UK and is growing internationally. Together, we have successfully organised many highly popular events and webinars covering topics such as neuromarketing, marketing leadership, branding, Gen-AI, and career enhancement.

From insightful sessions at Henley Business School to the Digital Marketing Conference

at the Imperial War Museum, Duxford, our community events have brought together some of the brightest minds in the industry and have engaged hundreds of members.

We also recognised the achievements of our members with the return of the Global Marketing Excellence Awards after a three-year hiatus due to COVID. On the night, a number of leading brands and agencies won key awards, including Civica, Wickes, Atos, Ogilvy Africa, Atomic London, Nerd Digital and Brand & Reputation. The event was hosted by comedian Tom Allen and received high levels of community engagement, with more than 100 posts on social channels such as LinkedIn, TikTok, Instagram and Facebook. Our posts generated 120,000+ impressions across social platforms.

These events offered extensive opportunities for learning and networking, while reinforcing CIM's commitment to our membership and the wider marketing community, underscoring our dedication to

supporting marketers at every stage of their careers.

We've also worked with our community at a national level to develop flagship events like our annual Financial Services Marketing Leaders' Summit at Reuters in Canary Wharf, which saw 80 senior figures from across the finance sector debate the key challenges facing financial services marketers. Leading journalists were also in attendance.

Artificial intelligence has of course been high on marketers' agendas during the last 12 months. We have partnered with IBM to deliver a series of roundtable events focused on providing our members with the insights and knowledge needed to remain agile against the backdrop of the challenges and opportunities posed by emerging technology. These events facilitated discussion and networking for CMOs and senior marketers from a wide variety of global brands and leading digital marketing agencies. It also provided us with a platform

to have a clear voice on the importance of best practice and the value of professional marketing.

As part of our commitment to supporting marketers throughout their career journey, we increased the scope of our global student competition, The Pitch, to include postgraduate students for the first time. The response was record-breaking, with more than 200 teams from both the UK and international communities seizing the opportunity to develop essential employment skills and tackle a real-life marketing challenge. Building on this success, we will grow The Pitch further in 2025.

Our commitment to delivering value to our members, fostering industry dialogues, and embracing innovation has led to a successful year – but there's more to do. As we look ahead, we remain dedicated to excellence, growth and sustainability, with a continued emphasis on empowering marketing professionals to go from strength to strength.

Raising our voice

Our aspiration is to create a profession that is more connected, accessible, responsible and valued. To accomplish this, it is essential for business leaders, opinion shapers and the public to gain a deeper understanding of the value that responsible marketing can provide.

To bring this vision to fruition, we are concentrating our public relations efforts on enhancing the reach, relevance and influence of our voice, both nationally and internationally.

United Kingdom:

- In the UK press, we received 295 media mentions, a 6% increase from last year.
- We received around 372 mentions on social media for our PR activity, with leading media publications sharing content regarding our stories. This was a significant increase from the previous financial year, which saw only 274 mentions.



Our global voice:

Measured against UK and international professional marketing associations:

- CIM retained the #1 position for share of voice in the UK and internationally, underlining our position as a key voice of the marketing profession.

Expanding our reach and influence

Acting as the voice of the marketing profession, we have expanded our reach and influence globally and within the UK. Through our media relations and key strategic PR partnerships with blue chip brands such as Adobe and IBM, we have raised the relevancy of voice on the topics that matter most to our members and the wider profession.

- This year, we've seen a 20% increase in media mentions referencing CIM and related product areas including accredited degrees, qualifications, membership and training courses.
- The publications that most frequently covered CIM include Decision Marketing, Marketing Week, FE News, Ethical Marketing News and Learning News.
- Mentions of our brand and product areas increased significantly on social media, with roughly 2,160 mentions, increasing 146% from the previous financial year.

Social and online

Social media has been essential in engaging with our audiences and ensuring CIM remains relevant within an ever-evolving digital landscape. We have continued to strengthen our presence across major platforms, with particularly notable growth on LinkedIn, now surpassing 200,000 followers. This increase reflects our commitment to connecting with a wide range of professionals, sharing valuable insights, updates and thought leadership content that resonates across sectors.

In line with our digital-first approach, we launched *Catalyst*, our member magazine, in a new, interactive digital-only format. This format has allowed us to analyse reader behaviour more closely, providing insights that shape our editorial decisions to ensure content is timely, relevant and aligned with our members' interests. These insights inform our content strategy across social media, enabling us to reach and engage members on the topics that matter most.

Our social media channels also play an integral role in supporting our business objectives through dynamic advertising and timely paid media campaigns that promote our product offerings. This focused digital strategy, alongside consistent content and engagement across social media, strengthens our brand presence and enhances the member and customer experience across every touchpoint.



Future outlook

Recognising the need to strengthen the value of the membership proposition, we are working on an extensive piece of member research that will be ready to be incorporated into a renewed membership proposition in January 2025, together with new CIM brand positioning and a focus on embedding and utilising the Global Professional Marketing Framework (GPMF). In due course, the perceived value of membership needs to shift away from the tangible benefits, and more towards the recognised value behind the accreditation provided through designatory letters and, ultimately, Chartered Marketer status as the mark of a professionally certified marketer.

The 'Professionalism' band of our new GPMF highlights the responsibilities and behaviours expected of professional marketers. With the GPMF now in place, we have reviewed

for consideration our Code of Professional Conduct, a condition of CIM membership, to make sure it aligns with this new framework.

As the needs of our industry continue to evolve, we remain focused on giving student marketers the best chance of success as they forge their careers. We're reinvigorating our student offering with The Marketing Club, a global community where studying marketers gain access to people, resources and knowledge to help them get ahead. University students can connect with marketing professionals, academics and peers worldwide, while academics and industry professionals have a unique chance to collaborate and build relationships. We're excited about the role The Marketing Club will play in inspiring tomorrow's marketers, producing work-ready graduates, and launching new careers.

Financial report

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 over £14 million is 3% higher than last year with improvements in Training and the CIM Business Centre driving the increase.

Qualifications revenue showed a 5.9% reduction against 2022/23, down to £2.9m, mainly due to the lower level of assessment bookings and the downturn globally in the qualifications market post-COVID.

Membership revenue showed an increase of 6.2% against last year to £3.9m. Training revenue continues to rise with a 3.9% increase on 2022/23, taking it for the first time over £5m to £5.1m. The Business Centre revenue increased by £0.1m to £2.3m, which was a 4.5% increase on 2022/23.

Direct costs of sales of £7.9m were up by 8.8% resulting in a gross profit of £6.3m, which was a decrease on last year. Administrative expenses at £6.2m reduced by 4.7% compared with last year, which was driven by tight cost control and spending efficiencies.

As a result, CIM reported an operating profit of £151k (2022/23: £203k including a £50k increase in the value of the investment property).

The Directors have considered the market value of the investment property as at 30 June 2024 and, following the valuation received in July 2023, have agreed that no amendment to the value is required (2022/23 increase in value of £0.05m).

After accounting for net interest payable, there was a profit before tax of £0.1m (2022/23: £0.2m).

The defined benefit pension scheme showed an accounting surplus of £4.0m at the year end, although this asset cannot be recognised under current conditions. This compares to a surplus of £4.3m last year. The main reason for the decrease in surplus over the year is lower than expected investment returns over the period, which has been partially offset by a decrease in market views on long-term inflation. The administration expenses incurred in running the scheme are covered by the pension scheme from the surplus in the scheme.

Balance sheet

The total net worth of CIM as at 30 June 2024 was £5.1m (2022/23: £5.0m) with unrestricted reserves accounting for £4.4m (2022/23: £4.3m). The restricted reserves of £0.7m relate to CAM and are required to be utilised for its charitable purposes.

Capital expenditure of £0.4m was lower than last year (2022/23: £1.0m) as the ongoing investment in the CRM system reduces as the overall project is nearing completion.

Net current liabilities were £1.6m (2022/23: £3.1m). The reduction at the year end

is partly due to the repayment of the Santander loan of £0.2m. Included within current liabilities is £2.4m of deferred income and trade creditors £0.8m. Trade and other debtors were £0.8m compared with £0.6m last year.

Cash at bank and in hand at the end of the year was £1.7m. This balance includes the £1.5m mortgage from HSBC which was in place at the year end.

Consolidated profit and loss account and statement of retained earnings

2023/2024
Year ended 30 June 2024

	2024 £'000	2023 £'000
Turnover	14,290	13,954
Cost of sales	(7,950)	(7,305)
Gross profit	6,340	6,649
Administrative expenses	(6,189)	(6,496)
Group operating profit before changes to impairment	151	153
Gain/(Loss) on changes in fair value of investment property	–	50
Operating profit	151	203
Interest receivable	45	23
Interest payable	(101)	(18)
Profit on ordinary activities before taxation	95	208
Taxation	–	–
Profit after taxation	95	208
Other comprehensive income for the year:		
Actuarial losses on defined benefit pension scheme	–	–
Total comprehensive income for year	95	208
Retained profits brought forward	4,993	4,785
Retained profits carried forward	5,088	4,993

Consolidated balance sheet

2023/2024

At 30 June 2024

	2024 £'000	2023 £'000
Fixed assets		
Tangible assets	7,840	7,868
Investments	250	250
	8,090	8,118
Current assets		
Stocks	23	20
Debtors – due within one year	1,061	1,010
Cash at bank and in hand	1,682	579
	2,766	1,609
Current liabilities		
Creditors – amounts falling due within one year	(4,364)	(4,734)
	(4,364)	(4,734)
Net current liabilities	(1,598)	(3,125)
Total assets less current liabilities	6,492	4,993
Creditors		
Amounts falling due after more than one year	(1,404)	–
Net assets excluding pension liability	5,088	4,993
Defined benefit pension liability	–	–
Net assets	5,088	4,993
Retained earnings		
CIM GROUP	4,382	4,308
CAM	706	685
Total retained earnings	5,088	4,993

Legal and administration

For the year ended 30 June 2024

The Board of Directors

Andrew Yuille DipM FCIM
Chartered Marketer
Chair

Michael Lynch DipM FCIM
Chartered Marketer
Vice Chair

Dr Ruchitha Perera DipM FCIM
Chartered Marketer
Vice Chair

Gina Balarin FCIM
Chartered Marketer

William Burton DipM FCIM
Chartered Marketer

Chris Daly FCIM
Chartered Marketer
From November 2023

Dr June Dennis DipM Hon FCIM
Chartered Marketer
Until January 2024

Penny Eccles DipM FCIM
Chartered Marketer
From January 2024

Fiona Hawkins FCIM

Dr Leeya Hendricks FCIM
Chartered Marketer
From January 2024

Dr Dawn Holmes FCIM
Chartered Marketer
Until January 2024

Paul Mackman FCIM
Chartered Marketer
From January 2024

Gus MacIver ACIM FCMA
Until January 2024

The Appointments and Remuneration Committee

Andrew Yuille DipM FCIM
Chartered Marketer
Chair

Carol Ashton Chartered MCIPD

William Burton DipM FCIM
Chartered Marketer

Penny Eccles DipM FCIM
Chartered Marketer
From January 2024

Dr June Dennis DipM FCIM
Chartered Marketer
Until January 2024

The Audit and Risk Committee

Kevin Smith FCCA
Acting Chair

Gus MacIver ACIM FCMA
Until January 2024

David Maltby FCIM

Johnny Smoes FCIM
Chartered Marketer

Dr Peter So DipM MCIM
From April 2024

The Constitution and Ethics Committee

Michael Lynch DipM FCIM
Chartered Marketer
Chair

Helen Anderson FCIM
Chartered Marketer

Andrew Chalk DipM FCIM
Until January 2024

Kelvin Golding DipM FCIM
Chartered Marketer
From April 2024

Dr Leeya Hendricks FCIM
Chartered Marketer
From January 2024

Dr Amila Kankanamge FCIM
From April 2024

Matt Waters MCIM
Chartered Marketer

Regional Chairs

Nicki Ramsbottom MCIM
East of England

Andrea Snagg FCIM
Chartered Marketer
Greater London

Marian Norwood DipM FCIM
Chartered Marketer
Ireland

Rachael Mabe DipM FCIM
Midlands

Jennifer Baker MCIM
North West

Ellie Murphy FCIM
Scotland

Marie Wilcox DipM FCIM
Chartered Marketer
South East

Legal and administration

For the year ended 30 June 2024

Alia Weir MCIM
Chartered Marketer
South West & Channel Islands

Dr Gavin Davies FCIM
Chartered Marketer
Wales

Helen Stott DipM FCIM
Yorkshire

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Solicitors

Governance Matters:
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66 Lincoln's Inn Fields
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WC2A 3LH

Bankers

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2 Triton Square
Regents Place
London
NW1 3AN

HSBC UK Bank Plc
Customer Service Centre
BX8 5HB

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

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

Joanne Saintclair-Abbott CG (Affiliated)
Institute Secretary

Mark Scott FCIM
Director of Marketing and Communications

James Sutton FCIM
Strategy and Commercial Director



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