



The Chartered  
Institute of Marketing

# 2020 2021

ANNUAL REVIEW



# WELCOME

## From the Chair

Whether a blessing or a curse, the phrase “may you live in interesting times” has never been more relevant. Steering our way through these interesting times, faced with continuous uncertainty, a health crisis, and global economic challenges, CIM has once again demonstrated its value as a professional body and as a trusted source of support for members and the wider marketing community. The organisation acted swiftly to change operations and delivery of its propositions, to ensure that it could continue to serve our community in new ways, adapting and preparing for growth. Therefore, I am pleased to report that once again, despite the challenging conditions, we have delivered an operating profit for our third year in succession. For this year, operating profit before restructuring exceptional items was £123k and this year’s performance is underpinned by solid results in the core revenue streams of Qualifications, Training and Membership.

In addition, I am pleased to report that, the Board approved an updated three year strategic plan to 2024, which at its heart embodies our ambitions for growth both at home and globally, and focuses on both digital and sustainable transformation. We also continue to drive progress on our other strategic objectives around international growth and partnerships.

With regards to international, we are making good progress thanks to new virtual and online delivery in Open training which has enabled CIM to increase its reach and awareness into new countries. The results of this have seen training revenue coming from international markets grow by 7%. Partnerships also continue to evolve and expand, with new product led and reseller led partnerships. CIM’s ‘Corporate’ and ‘Affiliate’ propositions have also recently been launched, and we look forward to seeing how they are received as we progress through the coming year.

In my last annual review letter, I highlighted the value and importance of our various communities, especially the CIM membership community. It is a pleasure, therefore, to report that Membership is up and our community is growing worldwide. Member engagement has continued to flourish with enrolment onto our CPD programme growing from 38% to 51% of members. Member exclusive webinars have consistently seen over 1,500 registrations each month, and in the last year we published over 495 articles which included opinions from CIM members.

We continue to work closely with our volunteer community and, despite face-to-face events not being able to take place, we also grew engagement through our new ‘Webinar Express’ proposition. This is one of many initiatives developed and delivered alongside our regional, country and special interest group volunteers and I would like to thank the whole volunteer community for their commitment to and engagement with our Institute.

Finally, I would like to take this personal opportunity to thank our Board of Directors, our CEO, Chris Daly, and the team at CIM, for their support and valued contributions during these interesting times. I would also like to extend my heartfelt thanks to all of you involved in, and contributing to, delivering our shared successes.

**Kate Hamilton,**  
Chair



# 2020 2021

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# UPDATE

## From the CEO

As we have navigated our way through recent volatile times both personally and professionally, the need to prioritise ourselves became something that was in previous times either overlooked or not considered enough. The concept of lifelong development with the need to re-skill and upskill became ever more evident during the pandemic. CIM saw an increase across all areas of learning, from those embarking on qualifications, through to record numbers of marketers signing up to webinars and downloading podcasts, with enrolment onto our CPD programme growing to just over half our membership. It was well documented how the role of marketing was elevated as countries went into lockdown, with businesses looking to marketing to inform them on how to adapt their propositions and services or drive the best ways to communicate and remain engaged with customers and society. And, with the urgent focus on sustainability and the environmental challenge, it is critical that we do not lose the momentum behind the necessity to stay informed, educated and to be aware.

Within CIM we demonstrated true resilience as we made rapid changes to our propositions and how they were delivered. With increased levels of engagement across our customer base from our volunteer community, our members, and students, to our training delegates and ever-growing virtual community on social media, we ensured CIM was a valuable source of support to the marketing profession and those who work within it. Strong focus behind our PR activities also kept CIM relevant as we retained the number one position for 'Share of Voice' over both our direct competitors and the large industry regulators and trade associations. It is important that, as the professional body for marketing, we are recognised as having a 'voice of authority' on marketing issues that are seen as being both neutral and trusted. This shift in CIM's position to being a more valuable source of credible support, and being visible, front of mind and relevant has been reflected in a 4% growth in membership.

In looking forward, the resilience of the marketing profession has been clear, and as we step up to the challenge of helping businesses recover post pandemic, I am immensely proud that, despite personal and professional setbacks, so many people across the sector responded with ambition and determination. Covid-19 touched countless lives and livelihoods, and as we move forward together, marketers have a critical role to play in helping to shape a future that works for both people and the planet.



**Chris Daly,**  
Chief Executive





OUR VISION,  
MISSION AND  
VALUES





## Vision

To be the global leader in enabling professional marketing and business advantage.

## Mission

Creating marketing advantage for the benefit of professionals, business and society.

## Values

- **Collaborative** – We work together to create a resilient, successful CIM through a united network.
- **Passionate** – We believe marketing is a key driver of business success and promote its value.
- **Purposeful** – We set clear goals for our internal and external landscape, ensuring key outcomes.
- **Relevant** – We adapt our offering to the changing needs of professional marketers with an agile approach.
- **Responsible** – We promote responsible practices to create an environment of integrity, empowerment and shared ownership.

# HIGHLIGHTS

**13%** increase  
in assessment bookings  
year on year

**4%** growth  
in membership  
year on year

**Consolidated operating profit**  
before restructuring costs of **£123k**

**Customer Satisfaction**  
**Score (CSAT) for June was**

**55.6%**

**56.6** NPS on Open  
Training Courses

NPS overall **41.2**



**7%** growth in  
international markets coming  
from virtual and online training

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**Retained number 1 position  
for share of voice** over both direct  
competitors and the large industry regulators

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Over the year, **CIM staff** took part in over  
**700 courses**

# WORKPLACE CULTURE

The importance of our people has never been more clearly demonstrated than during the pandemic, and during this time we remained committed to placing our people at the heart of the organisation. The CIM workforce have shown resilience and performed in the face of the challenges and change that the past year brought.

CIM's people strategy is one that aims to create a progressive and supportive workplace, with a culture of trust and empowerment where our staff can feel engaged, supported and valued. The wellbeing of our people continues to be an ongoing priority for CIM, and through our investment in technology and a strong internal communications strategy, we ensured we were always connected.

The last year has seen CIM build on its programme of online wellbeing events and activities, giving staff access to wellbeing and healthcare professionals. The most recent sessions have introduced Cognitive Behavioural Therapy (CBT) techniques to manage the anxiety of returning to the workplace, as the adjustment to hybrid working environments are tried and tested.



...and  
in the  
"we've always

# OVERVIEW: MEMBERSHIP

A YEAR OF SUPPORT AND A YEAR OF ENGAGEMENT

Overall membership saw **4% growth** year on year. Plus, a **2% increase** in Chartered Marketers.



Growth across **Fellows (12%)** and **Associate members (10%)**.



Retention of **Members** and **Fellows** grew to **83%** and **86%** respectively.

Launch of **digital badges** enabling members to demonstrate their credentials across social platforms, signatures and on websites.



Additional offers such as **30 days access** to either the **Marketing Fundamentals** or **Marketing and Brand Strategy** online course from the day a marketer joins as a graded member.



Launch of CIM **“Webinar Express”** series developed with the CIM volunteer community. Lunchtime webinars hosted by regions or sector groups.

Enrolment onto the **CPD programme** rose from 38% to **51%** of members.

Member exclusive webinars **consistently exceeded 1,500 registrants every month** with additional live Q&A sessions added over social media.

Launch of **MyDevelopment Hub**, a personal development platform full of interactive tools and e-learning content.



# OVERVIEW: EDUCATION

A YEAR OF UPSKILLING AND A YEAR OF QUALIFYING

An increase in **assessment bookings of 13%** YOY and a revenue increase of **17%**.

**Online tuition and assessment processes** continue to support learners through the whole learning processes, delivering comparable **pass rates and quality**.

**Apprentices continue to engage** with marketing standard. The period of study has become elongated due to high levels of furlough and redundancy.





**International markets continued to grow**, with student numbers studying the **Level 7 Postgraduate Diploma in Marketing** qualifications experiencing growth of over **30%** year on year.

Revisions to the qualifications portfolio launched in April 2020, provided the opportunity for learners to gain **CIM digital qualifications** in addition to the more traditional marketing curriculum.

Marketers reflected and prioritised themselves, using lockdown to **upskill** in areas they had not had time previously to dedicate to.



Increased demand in learners wanting to consolidate their experience and demonstrate their ability to operate in the **digital environment**, which had suddenly become so important to their organisations.



# OVERVIEW: TRAINING

A YEAR OF LEARNING AND A YEAR OF COLLABORATION

Live, virtual  
and online delivery  
methods opened up **new  
markets across Europe and  
the rest of the world.**



**CIM Academy**  
delivered a **9%  
revenue growth**  
year on year.

New online  
courses delivered  
additional revenue of

**£173K**



**Supported over 80 organisations** develop their marketing capability through custom learning programmes.



Increasing number of **members purchasing training courses.**



Ongoing evolution of the training portfolio with additional **online and partnership programmes.**

Partnership formed with the **British Film Institute (BFI)** introducing two BFI courses designed to support marketers with **video production and editing.**



Core of open training now running as **virtual delivery** with great success and positive feedback.

# WHO WE WORK WITH

CIM continues to work with a broad network, evolving its partnerships and collaborating on new propositions and programmes.

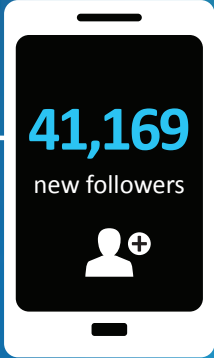
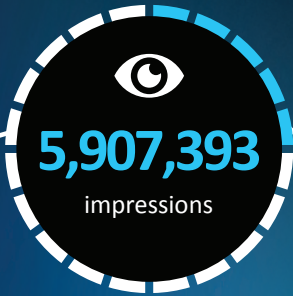
Within education, we continue to develop additional revenue streams across professional and studying members. The university partnership relationship, previously known as **Graduate Gateway**, was renamed **CIM Accredited Degree Programme** which was well received by universities. Additional routes into CIM qualifications for early career stage marketers such as **Pearson BTEC** have been developed and embedded with CIM offerings into their qualifications.

Content was critical to engagement with members and the wider marketing community. CIM continues to work with and grow its **network of experts** delivering high quality editorial, podcasts and webinars. Webinars have been CIM's most engaged content format and have been extended to include **Webinar Express** and recently developed **Marketing Club webinars**, which target the university.

Within commercial, new product led partnerships have been developed, such as the **Corporate Partnerships Programme**, which delivers a unique mix of CIM membership, CIM roundtable invites, and access to learning designed to support marketing functions across organisations. A new **Affiliate Programme** initiative saw a product partnership formed with the **British Film Institute (BFI)** whereby CIM acts as a channel for BFI courses designed around video production, editing and distribution. Partnerships with other professional bodies are in development for implementation in 2022.

CIM worked extensively with members, CMOs and the wider marketing community on a wide range of Thought Leadership throughout the pandemic, which saw the **CMO 50** and **Impact of Marketing 2** reports published, keeping the marketing profession informed.





# OUR ENGAGEMENT



**24,860**

Exchange visits



# OUR VOICE ACROSS THE MEDIA

## Our activity:

- **Reach:** over **240 million people** with CIM announcements or opinions in the press
- **Quality:** national press coverage increased as did international voice which is now **19%** of the total coverage
- **Share of voice:** **117 press releases** on CIM research and views on the key marketing issues have been distributed. CIM also holds the **no.1 share of voice** in the marketing sector
- **Engagement:** CIM has seen an increased level of engagement across journalists, PR content, social media platforms, CIM membership and the CIM Newsroom, which received over **23,000 visits**.

## Giving our members a voice:

- **Your views:** over **495 articles** published with opinions from **CIM members**
- **Sentiment:** more in-depth and positive coverage in key regional and sector press, with over **507 articles** secured in key media.

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

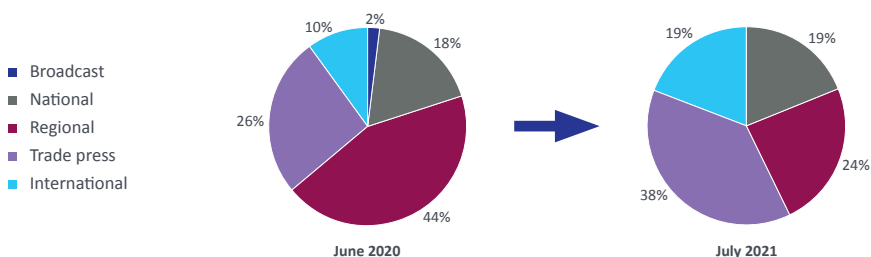
- **Broadcast & newspapers:** BBC, Sky News, The Times, The Telegraph, The Guardian – marketing trends, social media governance, buyer behaviour, sustainable marketing
- **Trade:** Marketing Week, The Drum, Campaign – CIM member views, apprenticeships, the skills gap, new marketing innovations, leadership
- **Sector:** The Grocer, Construction News, Retail Week – sustainability, digital marketing skills, marketing trends, best practice
- **Regional:** The Irish News, The Scotsman, Yorkshire Post – mental health, The Pitch competition, career advice, marketing legislation, influencer fraud.

## Driving our international voice:

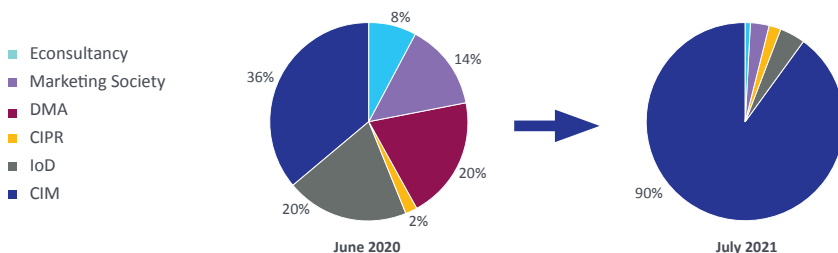
- CIM increased voice in the international media by **9%** extending our international footprint.



## Who covers our news?



## Our share of voice on key issues:



## Ensuring marketing has a clear voice in the press:

**Sky News and Forbes: CIM advises over changing retail buying behaviour:** “The high street was struggling before the pandemic, with many retailers reliant on the critical Christmas period for their sales. A survey of over 2,000 adults suggests that a third of consumers (17 million people) having completed their Christmas shopping online during the November lock down.”

**Marketing Week: Discussing ageism in marketing, CIM said:** “Research from CIM has found a significant age divide among UK marketing professionals when it comes to upskilling, with one third not having received any training over the past two years.”

**The Drum: Highlighting the advantages of mentoring, CIM said:** “Mentorships in the industry are vital, because they break down silos, break down doors and open up people’s perspectives. CIM currently runs a free mentorship through its Affiliate Professional membership package.”

**Marketing Week: Discussing the need for marketing apprenticeships, CIM said:** “Apprenticeships are a critical non-academic route for people seeking to enter the marketing profession, which is hugely beneficial to both employees and businesses.”

# ENGAGING THROUGH CONTENT

Content continues to be a vital engagement tool for both CIM members and the wider marketing community, with reach and engagement increasing with new formats. Since the launch of the CIM Marketing Podcast in September 2019, the series has been played over **32,000 times** during FY20/21 alone, across just 20 episodes produced during that time. Subscription **hit 2,000 on Spotify** (the only platform that accurately reports this) in May 2021 and has continued to climb.

Engagement with member exclusive webinars has grown, with registrants **peaking at over 2,200 in January 2021**. Live events were also highly engaged, with an average interest rating **consistently above 90%**. Focus was placed on engaging with listeners using user generated content (UGC) over the last financial year, which has seen a significant increase in spontaneous positive feedback on social media.

After significant growth during lockdown, the digital content hub gained nearly **160,000 sessions across FY20/21** and **almost 84,000 new users**. Valuable engagement continues across the site, with more than two pages visited on average per session (+25%), and over two-minutes average dwell time. Bounce rates decreased by 13% (70% FY19/20, 57% FY20/21). In January 2021, the content hub migrated to sit under CIM's main site and can now be found at [cim.co.uk/content-hub](http://cim.co.uk/content-hub).

In a turbulent financial year, Catalyst magazine has continued to keep members up to date with the latest strategic insights on key issues such as sustainability, diversity, creativity and tackling misinformation. Notable interviewees have included Lenovo's chief marketing and strategy officer Gina Qiao; Boots' CMO Pete Markey; Lex Bradshaw-Zanger, L'Oréal UK's CMO; and Samsung Europe's chief marketing officer, Benjamin Braun. Over the last year, CIM has continued to strengthen its digital reading experience to encourage online reading.

## CONTENT HUB



Build a resilient marketing strategy for 2021  
(Webinar) • 2,200+ registrants and 1,500 live viewers



The secrets of great brand storytelling  
(Podcast) • 1,800+ downloads



Have brands mastered social media?  
(Podcast) • 1,750+ downloads



The critical role of storytelling in brand recovery  
(Webinar) • 1,700+ registrants



The Impact of Marketing: Digital Vision  
(Research) • 1,300+ pageviews

# SOCIAL AND ONLINE

Social following continued to grow with **over 41,000 new followers across all platforms**. CIM social channels effectively support campaigns, content and conversations across everything CIM does, whilst being a critical driver for engagement and awareness.

Each platform is shaped to meet the specific needs of the broad audiences CIM support. Continuous testing is ongoing whether that be voice, sentiment, social proof or topics. CIM uses multiple content formats from posts to video to live Q&A's and stories, asking followers what they want to ensure support and value are delivered at all times. **Collaboration** has also been key, with the last year seeing partnerships and projects taking place with other marketing associations and micro influencers. This has led to short, sharp and effective interaction with a **new and highly engaged audience** who work in or have shown an interest in marketing or a career in marketing.

The main **cim.co.uk** site continues to perform and be a key touchpoint. A design review based on UX principles and website data has led to a new and fully modular website design, which is being applied ensuring a cleaner user journey with the objective to keep things up to date, relevant and encourage interest across the other areas. Increased cross over between propositions is an effective way to engage and incorporates all elements of what CIM does.



41,000  
new followers



## Seven steps to a great marketing mindset



12%

engagement rate



108 likes

cim\_marketing Making a shift in your marketing mindset can change every aspect of how you approach your day-to-day – or even your whole career. 📌 Tap the link in our bio to find out how you can get started.

I've put together a little post to share my experience of studying [CIM | The Chartered Institute of Marketing's Certificate in Professional Marketing](#) with ...see more



### My CIM experience

Tori E. on LinkedIn • 3 min read

All the way back in February 2019 I began my Level 4 Certificate in Professional Marketing from the Charter...

8%

engagement rate



Have your voice heard in our next research report into the big issues affecting marketing as we look to recovery post-COVID-19: [bit.ly/3eK3lhZ](https://bit.ly/3eK3lhZ)

6%

engagement rate



# SURVEY

CIM

# THE YEAR AHEAD







- Maintain momentum and to grow at home by continuing to highlight the importance of continued professional development to members and the wider marketing community.
- To grow globally by providing a coherent, consistent and effective international presence, supporting marketers to maintain their skill levels via a recognised set of endorsed international marketing competencies.
- To continue to grow CIM's network of partners enabling development of new propositions, greater reach to new audiences and greater access to markets both in the UK and internationally.
- To build out CIM's community across multiple platforms, events and through on-going conversation and collaboration, ensuring support both for the profession and those who work within it.
- Continue to focus on development of an organisational structure that will equip the business with the talent and skills to enable effective delivery of its short, medium and long term objectives.
- For CIM to take the lead in supporting business and marketing through sustainable transformation providing solutions, learning and knowledge.

# FINANCIAL REPORT 2021

## Overall results

The consolidated financial statements for 2021 include the two continuing subsidiaries of CIM: The Communication Advertising and Marketing Education Foundation (The CAM Foundation), a charity limited by guarantee, and CIM Hong Kong Limited.

Income of £11.2 million is 9.8% lower than the revenue recorded last year. All areas suffered due to the impact of COVID and lockdown restrictions from March 2020. COVID caused reduced Conference Centre activity, Learning and Development ceased face-to-face training, and exams and membership events had to be postponed or cancelled. The resultant declines in revenue for the year, whilst factual, are therefore not representative of performance during normal conditions.

Direct costs of sales at £5.9m were reduced by 18% and Administrative expenses at £5.4m were reduced by 3.5% compared with last year.

As a result, CIM reported a consolidated operating profit before restructuring costs of £123k (2020: operating loss £203k).

Restructuring costs of £234k (2020: £0) were incurred due to staff reductions within the organisation due to the impact of COVID.

After accounting for restructuring costs and interest payable, there was a Loss before Tax of £122k (2020: Profit £114k).

The defined benefit pension scheme showed an accounting surplus of £5,341k at the year end, although this asset has not been recognised in accordance with accounting standards. This compares to a surplus of £791k at the previous review date. The increase in the surplus is due mainly to a lower valuation of technical liabilities.

## Profit and loss account

Membership subscription income showed growth of 4% from the previous year. Despite the COVID enforced reduction in membership events, the overall revenue from Membership increased by 2.1% on 2020 levels.

Education revenue showed an increase of 27.5% against 2020.

Training revenue reduced by 18.8% due to COVID restrictions stopping all face-to-face public and company training courses.

Conference Centre revenue was down 83.1% as activity stopped under lockdown and subsequent restrictions.

The impact of COVID on revenue and costs has been felt across the organisation. With restructuring costs of £234k incurred due to the pandemic, resulting in an overall loss before tax of £122k (2020: Profit £114k).

## Balance sheet

The total net worth of CIM as at 30 June 2021 was £4.3m, with unrestricted reserves accounting for £3.7m. The restricted reserves of £631k relate to The CAM Foundation and are required to be utilised for its charitable purposes. As its previous qualifications have ended, The CAM Foundation is working on its new proposition and its future strategy.

Capital expenditure of £493k was higher than the prior year (2020: £245k) and includes IT spend on improved systems including CRM, CPD and e-Learning modules.

Net current liabilities now stand at £2.2m (2020: £1.8m). This includes the current portion of the Santander loan of £0.68m, which is repayable over 5 years, £2.9m of deferred income (up £0.1m on last year), and Trade Creditors £0.5m (up £0.1m on last year). Also, Trade and other Debtors were £1.1m (up £0.3m on last year). The higher levels of Trade Creditors and Trade Debtors both reflect higher turnover in the last quarter. The bank balance of £1.7m reflects a decrease in cash resources of £109k. A new three-year overdraft facility was established with Santander under the Government backed Coronavirus Business Interruption Scheme of £1.5m, replacing its previous facility of £0.5m.

## Summary and Outlook

In summary, The Board of Directors is very pleased with the progress CIM has made in 2020/21 in maintaining financial stability and delivering on membership growth. It also recognises the fact that the leadership of the organisation and the appetite for change continues to be strong, and that this is an exciting time for CIM and a great opportunity to build on the success of the financial year just gone, where we have survived, adapted, and have been preparing for growth.

CIM has emerged in a far stronger position than could ever have been imagined at the start of this reporting period, with the impact of the COVID global pandemic impacting every part of society, and to achieve an operating profit under such circumstances is a true reflection on the level of effort and professionalism demonstrated by the entire CIM community. The momentum generated by CIM's transition to establishing itself as a digital business supporting an ever more on-line and digital marketing profession is set to continue, and The Board of Directors confidence in this happening is demonstrated in the central growth strategy agreed for the next three years.

The Board of Directors 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

For the year ended 30 June 2021

## Turnover

Cost of sales

## Gross profit

Job Retention Scheme grant

Administrative expenses

## Group operating profit (loss) before restructuring costs and exceptional items

Restructuring costs

## Operating (loss) before exceptional items

Exceptional income

## Operating (loss)/profit

Interest receivable

Interest payable

## (Loss)/Profit on ordinary activities before taxation

Taxation

## (Loss)/Profit after taxation

Other comprehensive income for the year:

Actuarial losses on defined benefit pension scheme

## Total comprehensive (loss)/income for year

Retained profits brought forward

## Retained profits carried forward

# 2020 2021

	2021 £'000	2020 £'000
	11,238	12,475
	(5,883)	(7,176)
	<b>5,355</b>	<b>5,299</b>
	161	86
	(5,393)	(5,588)
	123	(203)
	(234)	-
	<b>(111)</b>	<b>(203)</b>
	-	335
	<b>(111)</b>	<b>132</b>
	9	12
	(20)	(30)
	<b>(122)</b>	<b>114</b>
	2	15
	<b>(120)</b>	<b>129</b>
	-	(97)
	<b>(120)</b>	<b>32</b>
	4,448	4,416
	<b>4,328</b>	<b>4,448</b>

A full copy of the financial report and accounts is available at [cim.co.uk/our-story/more-about-cim/annual-reports](http://cim.co.uk/our-story/more-about-cim/annual-reports)

# Consolidated balance sheet

At 30 June 2021

## Fixed assets

Tangible assets

Investments

## Current assets

Stocks

Debtors – due within one year

Cash at bank and in hand

## Current liabilities

Creditors – amounts falling due within one year

## Net current liabilities

## Total assets less current liabilities

## Creditors

Amounts falling due after more than one year

## Net assets excluding pension liability

Defined benefit pension liability

## Net assets

## Retained earnings

- CIM

- CAM

## Total retained earnings

# 2020 2021

	2021 £'000	2020 £'000
	6,448	6,347
	550	550
	<b>6,998</b>	<b>6,897</b>
	16	29
	1,092	774
	1,748	1,857
	<b>2,856</b>	<b>2,660</b>
	(5,073)	(4,429)
	<b>(5,073)</b>	<b>(4,429)</b>
	(2,217)	(1,769)
	<b>4,781</b>	<b>5,128</b>
	(453)	(680)
	<b>4,328</b>	<b>4,448</b>
	-	-
	<b>4,328</b>	<b>4,448</b>
	3,697	3,817
	631	631
	<b>4,328</b>	<b>4,448</b>

A full copy of the financial report and accounts is available at [cim.co.uk/our-story/more-about-cim/annual-reports](http://cim.co.uk/our-story/more-about-cim/annual-reports)

# Legal and administration information

## For the year ended 30 June 2021

### The Board of Directors

Kate Hamilton  
FCIM Chartered Marketer – Chair

June Dennis  
DipM FCIM Chartered Marketer  
– Vice Chair

Leigh Hopwood  
DipM FCIM Chartered Marketer  
– Vice Chair

Derek Milward  
DipM MCIM – Vice Chair

Andrew Yuille  
DipM FCIM Chartered Marketer  
– Vice Chair

Taffy Alahakoon  
DipM (until December 2020)

Gina Balarin  
MCIM Chartered Marketer  
(from December 2020)

Andrew Binns  
FCIM

Matilda Crossman  
DipM MCIM FCCA

Nadi Dharmasiri  
DipM FCIM Chartered Marketer

Mark Durkin  
FCIM (from December 2020)

Natalie Gross  
DipM FCIM

Dawn Holmes  
FCIM Chartered Marketer

Gus Maclver  
ACIM FCMA

Julian Rawel  
DipM FCIM Chartered Marketer

Allyson Stewart-Allen  
FCIM Chartered Marketer  
(until December 2020)

### 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

June Dennis  
DipM FCIM Chartered Marketer

Kate Hamilton  
FCIM Chartered Marketer

Leigh Hopwood  
DipM FCIM Chartered Marketer

Derek Milward  
DipM MCIM



## **The Appointments and Remuneration Committee**

Victoria Baker  
DipM MCIM – Chair

Carol Ashton  
Chartered MCIPD

Richard Doe  
DipM FCIM

Kate Hamilton  
FCIM Chartered Marketer

Dawn Holmes  
FCIM Chartered Marketer

Derek Milward  
DipM MCIM

## **The Audit and Risk Committee**

Matilda Crossman  
DipM MCIM FCCA – Chair

Elena Grammenou  
DipM MCIM

David Maltby  
FCIM

Shahan Pieris  
ACIM (until June 2021)

Kevin Smith  
FCCA

## **The Constitution and Ethics Committee**

Dawn Holmes  
FCIM Chartered Marketer – Chair

Helen Anderson  
FCIM

Andrew Chalk  
DipM FCIM

Kate Cullen  
MCIM (until March 2021)

Amanda Noble-Simmons  
MCIM Chartered Marketer  
(from July 2020)

Matthew Waters  
ACIM (from July 2020)

# Legal and administration information — Continued

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## For the year ended 30 June 2021

### Regional Chairs

Marie Lake

DipM MCIM  
(East of England)

Mocky Khan

DipM FCIM Chartered Marketer  
(Greater London)

Johnson Lo

FCIM Chartered Marketer  
(Hong Kong)

Chris Gilroy

FCIM  
(Ireland)

Kong Ming Arthur Lai

DipM FCIM  
(Malaysia)

Kirsty Ramsey

DipM MCIM Chartered Marketer  
(North East)

John Paul Simpson

DipM FCIM Chartered Marketer  
(North West)

Ellie Murphy

FCIM  
(Scotland)

Marie Wilcox

DipM FCIM  
(South East)

Brian Doidge

DipM FCIM Chartered Marketer  
(South West)

Gavin Davies

FCIM Chartered Marketer  
(Wales)

Rachael Mabe

DipM FCIM  
(Midlands)

Claire Pryke

DipM FCIM Chartered Marketer  
(Yorkshire)

## **Chief Executive**

Chris Daly  
FCIM

## **Secretary**

Joanne Saintclair-Abbott

## **Principal Office**

Moor Hall  
Cookham  
Maidenhead  
Berkshire  
SL6 9QH

## **Auditors**

BDO LLP  
Level 12 Thames Tower  
Reading  
Berkshire  
RG1 1LX

## **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

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