

PROFESSIONAL MARKETING CREDENTIALS MATTER

The Chartered Professional Marketer - CIMMO

(3 minutes) For 28 years of continuous membership in the now dissolved Canadian Institute of Marketing (CIM), as a Member, Fellow and Registered Professional Marketer, I held professional credentials that differentiated me from others who had careers in the same field as I. Before the CIM, I held membership in the U.S.-based American Marketing Association (AMA) and Society for Marketing Professional Services (SMPS). In the 1980s, holding membership in marketing associations was enough to identify you as a marketer. Credentials were very much a second thought. Throughout those years of AMA, SMPS and CIM memberships, I learned how marketing tactics and strategy worked and the value of networking with peers in Canada and the USA. I learned that international recognition of marketing credentials was a valuable goal for all marketers because principles were universal, and standards evolving from the Chartered Institute of Marketing (UK) were something that was missing and something that professional marketers should apply in their work. And, I realized as time passed that credentials could be monetized.

Credentials of a marketer declare that the knowledge held by that person is validated by a recognized organization that awards credentials on the basis of ethics and peer-reviewed education and experience. A credentialed marketer can defend her/his work and business acumen when challenged by citing the membership requirements and code of conduct. They are intellectual assets of a professional marketer to hold and defend until membership is surrendered.

Marketers must market themselves to be successful. Members of the Chartered Institute of Marketing Management of Ontario (CIMMO) who attain the Chartered Professional Marketer (CPM) designation, differentiate their personal brand from others who claim to be marketers. To build the credibility of the CIMMO and its CPM credential, holders should sign documents and reports with the post nominal CPM, and always promote their personal brand as a professional marketer.



My international business network and sources of contemporary knowledge in marketing strategy, tactics and technology complement my CPM designation. The combination of a network of marketers (many credentialed) and CPM designation validate my consulting marketing services and deliver the foundation for a life-time career in marketing professional services.

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