



IESEG Conference | A Strategic Marketing Perspective on Business Strategy

You are warmly invited to join us at the **Launch of the partnership between IESEG School of Management and Global Marketing Network, the Global Accreditation Body for Marketing Professionals**

Thursday, April 5, 2012, at 6:30 pm

IESEG Paris-La Défense Campus - Grande Arche of the base
1, square Defense 92044 Paris-La Défense ([map](#))

Desired response before March 28, 2012 online: www.ieseg.fr/conference-gmn

IESEG and GMN will be launching an exciting new portfolio of postgraduate marketing certification and executive education programmes

These new programmes:

- provide Marketing Professionals around the world with access to cutting-edge professional development, designed and delivered by IESEG and GMN Faculties - a powerhouse of some of today's leading marketing and business experts;
- offer organisations and their Marketing Professionals for the first time a truly global continuing professional development framework, designed against globally established standards and directly linked with GMN's Global Accreditation System.

The Launch also features a very special inaugural address from world-leading Marketing authority, **Professor Greg Marshall, the Charles Harwood Professor of Marketing and Strategy in the Crummer Graduate School of Business at Rollins College, Florida, USA and Professor of Marketing and Strategy at Aston Business School, Birmingham, UK.**

His address, titled "**A Strategic Marketing Perspective on Business Strategy**," will position Marketing in its proper place at the executive level as a key driver of organisational success.

The perils of the modern Chief Marketing Officer (CMO) have been well-documented in recent publications such as Bloomberg BusinessWeek, McKinsey Quarterly, Fast Company, and others. Many have complained about CEO underutilization of the CMO perspective in making important business-level decisions, charging that CEOs don't realise that the absence of a CMO perspective can seriously negatively impact long-term organizational performance success.

Professor Marshall's address will:-

- Clearly define and justify the case for strategic marketing and its role in firm performance;
- Consider what happens when marketing's voice is weak or absent in C-suite decisions;
- Explore how marketing can better solidify its role and contribution to firm success;
- Connect marketing to sales in executing strategy.



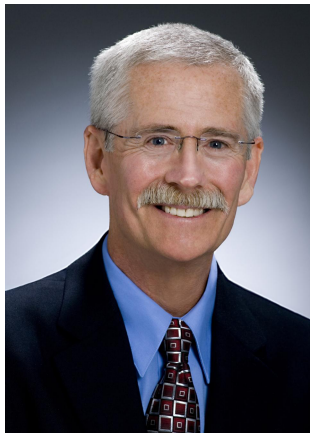
Global Marketing Network
When we talk marketing, we really mean business



Programme

- > **1830-1900** Welcome and drinks – ‘raising a toast to the Partnership and the future of the Marketing Profession’
- > **1900-1915** Keynotes from IESEG Director-General Jean-Philippe Ammeux, and GMN Chief Executive, Darrell Kofkin
- > **1920-1930** Keynote from VIPs (to be confirmed)
- > **1930-1945** Presentation from Dr Xavier Lecocq, IESEG Director of Executive Education ‘The importance of executive education’
- > **1945-2000** Presentation from Dr Nicholas Paparoidamis, IESEG Associate Professor of Marketing – ‘An overview of the new programmes’
- > **2000-2045** Inaugural Address from Professor Greg Marshall ‘A Strategic Marketing Perspective on Business Strategy’
- > **2045-2115** Networking and Close

About Professor Greg Marshall



Professor Marshall is the Charles Harwood Professor of Marketing and Strategy in the Crummer Graduate School of Business at Rollins College, Florida, USA and Professor of Marketing and Strategy at Aston Business School, Birmingham, UK. He is also a senior member of the GMN Global Faculty as the GMN Programme Director of Sales Management and a Visiting Professor at IESEG. He also currently serves as President of the Academy of Marketing Science, is Past-President of the American Marketing Association Academic Division, and is a Fellow and Past-President of the Society for Marketing Advances.

Recognised as a leading authority on sales management, his textbook Sales Force Management, due out in new edition later this year and published by Routledge, is the bestselling title in the discipline, globally. He was also recently ranked as one of the top five most prolific contributors of all time to the Journal of Personal Selling & Sales Management.

A prolific researcher and author Professor Marshall has published over 40 refereed journal articles. He is Editor of the Journal of Marketing Theory and Practice and from 2002-05 was Editor of the Journal of Personal Selling & Sales Management and serves on the editorial review boards of several top marketing journals including the Journal of the Academy of Marketing Science, Industrial Marketing Management, and the Journal of Business Research, among others.

He is co-author of Marketing Management 1st ed. (McGraw-Hill, 2010), Essentials of Marketing Management 1st ed. (McGraw-Hill, 2011) and Marketing: Real People, Real Choices 7th ed. (Pearson, 2012), the latter of which is recognised as one of the five most widely-adopted Principles of Marketing texts amongst business schools, worldwide.

Professor Marshall also brings a strong blend of industry and consulting experience having worked with a variety of blue chip organisations.



Global Marketing Network
When we talk marketing, we really mean business

