

Delivering relevance, growth and impact.

Annual review | Year ended 30 June 2025



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Welcome from the Chair

It is my pleasure to welcome you to the Chartered Institute of Marketing's Annual Review for the year ending 30 June 2025.

This year has been one of meaningful progress, strategic investment, and global expansion. As we continue to build the foundations for our 2030 strategy, we remain focused on delivering sustainable growth, deepening member engagement, and elevating the marketing profession worldwide. Despite economic headwinds and rising operational costs, CIM has demonstrated resilience and ambition. Our total revenue grew by 4% to £14.8 million, with strong contributions from our Training and Business Centre divisions. Training exceeded £5 million in revenue for the second consecutive year, while the Business Centre delivered £2.7 million, up 15% year-on-year and £100K above budget.

While we posted an operating loss of £269K due to the timing of revenue recognition, our underlying performance remains robust. We continue to invest in infrastructure, including the new website, a more centralised finance system and the near-completion of our

CRM upgrade. These enhancements will significantly improve member experience and operational efficiency going forwards.

Our membership community continues to grow, reaching 25,888 in membership, a 1% increase on the previous year. Chartered Marketer status remains a cornerstone of our professional standards, with numbers rising to over 3,500, an 11% increase. This growth reflects the increasing value placed on formal recognition of marketing capability, commitment, and currency. The launch of the Marketing Club has attracted 2,500 early-career marketers, providing a structured pathway from education into the profession. Meanwhile, our global student competition, The Pitch, saw record-breaking participation from over 200 teams, reinforcing our commitment to nurturing future talent.

Internationally, we have made significant strides in establishing the template for our strategy. We formalised a training partnership in the Gulf Cooperation Council (GCC), with delivery set to begin in 2026, and progressed strategic agreements in

Africa to scale our presence efficiently. The incorporation of CIM in the UAE marks a major milestone in our global strategy, and we remain Vice Chair of the European Marketing Confederation, now representing 14 countries.

Our people remain central to our success. Over the past year, we've expanded our workforce and invested in upskilling, guided by the CIPD's Good Work Index. We continue to foster a culture of fairness, wellbeing, and professional development, ensuring our teams are equipped to meet the demands of a rapidly evolving landscape.

Looking ahead, we are excited to launch the Capability Index, a new tool to benchmark marketing proficiency, another key component associated with setting global standards of marketing competency. This initiative builds on the Global Professional Marketing Framework and will support career development and capability development for marketers at every stage. We will also continue to expand our digital-first approach, enhance our content offering, and strengthen our voice in public affairs, ensuring CIM remains relevant and influential.

On behalf of the Board, I extend my sincere thanks to our CEO, Executive Team, staff, volunteers, members, and partners. Your dedication and belief in our mission continue to drive CIM forward. There has never been a better time to be part of CIM. Together, we are building a stronger and globally recognised professional body for marketing.



Andrew Yuille, Chair





Update from the Chief Executive

As we reflect on the past year, I am proud to share how CIM has continued to evolve, deliver impact, and build momentum toward our 2030 strategy. This has been a year of execution where strategic ambition met operational delivery, and I'm pleased to report that, despite external pressures, CIM remains resilient, relevant, and forward-looking.

2024/25 was a year defined by action. Our teams worked across every function to ensure that the ambitions set out in our 2030 strategy were not just aspirational, but achievable. From the development of our new qualifications to enhancing our digital infrastructure, we've focused on building an organisation that meets the needs of the marketing profession and today's marketers.

One of our most significant undertakings was the relaunch of CIM's professional qualifications. These were redesigned to reflect the realities of today's marketing careers with shorter, modular learning, flexible assessment, and a stronger emphasis on digital and responsible practice. The

response has been overwhelmingly positive, with increased uptake across all levels and early signs of renewed employer investment in professional development.

Our training portfolio has also evolved, offering a wide range of virtual and e-learning programmes, with AI-related courses leading the way in both demand and revenue. These courses reflect the profession's appetite for future-focused skills. We also saw growth in international bookings and a rise in satisfaction scores.

Internally, we've made substantial progress in enhancing our infrastructure. The CRM upgrade is nearing completion, and development of our website is well underway. These projects are more than technical improvements, they are foundational to delivering a better experience for our members, learners, and partners. We've also invested in our physical environment, with upgrades to Moor Hall and the Business Centre contributing to a 5% rise in hotel occupancy and improved customer feedback.

Our people have been central to this progress. We've grown our workforce and focused on upskilling, role evolution, and leadership development. Programmes and cross functional working have strengthened collaboration across senior teams, while our commitment to wellbeing and fair work practices continues to shape our culture. We're navigating a complex, external landscape, but our people-first approach ensures we remain agile and resilient.

We've also taken steps in sustainability. From energy-efficient upgrades to carbon literacy training, we're embedding environmental responsibility into our operations and decision-making. A carbon footprint audit has informed our evolving strategy, and we're committed to continuous improvement in this area as we move forward.

Looking ahead, our focus is on activation. The new Capability Index, which allows organisations and marketers to benchmark their marketing skills against the Global Professional Marketing Framework, will support career development, inform learning pathways, and provide valuable insights across sectors and geographies. It's a major step forward in our mission to empower marketers with the tools they need to thrive.

We're also expanding our international footprint with CIM launching in the UAE, and our strategic partnerships in the GCC and African countries position us to deliver regionally tailored programmes that uphold CIM's global standards. These developments reflect our ambition to support marketers wherever they are in the world.

Finally, I want to thank our staff, volunteers, members, and partners. Your energy, insight, and commitment continue to drive CIM forward. As we move into the next phase of our strategy, I'm confident that we have the right foundations, the right people, and the right mindset to lead the profession into the future.

Chris Daly.
Chris Daly, CEO



Our people

As we continue through an exciting phase of growth and development aligned with our strategic ambitions, we are proud to reflect on a year in which our people have played a pivotal role in driving progress across the organisation.

Over the past 12 months, our workforce has continued to grow, bringing with it a valuable mix of new skills, perspectives, and energy. This expansion has been complemented by a strong focus on developing our existing teams. Upskilling and role evolution have remained key priorities, ensuring our people are equipped to meet the demands of a rapidly changing environment.

Our approach to people management is grounded in the principles of the CIPD's Good Work Index. We remain committed to fostering good work through fair pay and contracts, promoting work-life balance, and supporting the health and wellbeing of our staff. These foundations are central to our ability to attract, retain, and engage talented individuals who share our values and mission.

Employee engagement continues to be a priority for our People Team, and our progress in this area is reflected in consistently strong employee survey results.

These highlight high scores for leadership and management, as well as strong levels of employee satisfaction. We maintain this focus through regular one-to-one meetings and team check-ins, while also launching initiatives such as the Vision 360 programme, designed to enhance collaboration among senior leaders.

As we look ahead, we continue to navigate a dynamic external landscape that presents both opportunities and challenges. These factors will continue to shape our People practices as we plan for the year to come.



Sustainability

At CIM, sustainability remains a core priority as we continue to embed environmentally responsible practices into all aspects of our operations. Over the past year, we have taken meaningful steps to reduce our environmental impact, including upgrading to more energy-efficient lighting and heating systems across our site.

We are also cultivating a culture of environmental responsibility amongst our team. Through carbon literacy training, staff are empowered to make informed, everyday choices—such as switching off monitors when not in use, minimising waste, and increasing recycling—that collectively contribute to lowering our organisational carbon footprint.

A recent carbon footprint audit has provided a clearer picture of our environmental impact and is actively shaping our evolving

sustainability strategy. This insight has already informed early-stage actions and will guide the development of a more comprehensive and measurable sustainability roadmap.

While we work towards a full sustainability plan, we remain focused on making continuous improvements to our environmental performance. Sustainability is not a standalone initiative—it is a critical element of our strategic direction and day-to-day decision-making.

Beyond our internal operations, CIM is committed to championing sustainability across the wider community. We advocate for responsible and ethical marketing practices that support the transition to a more sustainable society and marketing profession.



Our highlights

Momentum continues - we closed the year with **25,888 in membership**, marking our second consecutive year of growth.

AI courses lead the way – 12 dedicated AI programmes now accounting for 12% of open training revenue and driving demand across our whole portfolio.

Chartered status is thriving - over 3,500 members now hold this mark of professional excellence, an increase that builds on last year's progress and signals growing demand for formal recognition.

New qualifications are driving growth - shorter, sharper modules and online assessments have made study more flexible and appealing.

Early-career engagement is welcomed - our new **Marketing Club** has already attracted **2,500 students**, creating a clear pathway from university to professional membership.

Training revenue remains strong - **exceeding £5m** for the second year running and the strongest performance in over a decade.

Employer-backed learning is on the rise - Certificate and Diploma levels are seeing the strongest growth, supported by increasing employer funding for professional development.

Innovation continues with strong ambitions - Capability Index to launch, benchmarking and building marketing skills worldwide.



Developing marketing capability

Following on from our year of progress in 2023/24 which saw the launch of our new suite of qualifications, we continue to make significant strides as we advance our strategy to make Chartered Marketer status the definitive mark of a professionally certified marketer. We have been working on refining accreditation and will be introducing more flexible and inclusive pathways while upholding our rigorous standards. The new framework is built on three pillars:

- Being committed to responsible practice
- Being competent in knowledge and experience
- Remaining current with industry innovations.

Our renewed focus on the value of Chartered Marketer Status is already resonating, with the community of Chartered Marketers exceeding target and growing to over 3,500.

We have been redesigning and consulting on our CPD programme with a view to it being clearer and more relevant. We will be introducing an annual programme of

Essential CPD to support members with critical industry developments.

Internationally, we have made substantial strides in establishing our regional presence, with the goal of an official launch in the Gulf Cooperation Council in February 2026. Our training partnership with Meirc has been formally signed, with delivery set to begin in 2026. In Africa, we are progressing a strategic partner agreement with the African Marketing Confederation to scale our presence efficiently across the continent, focusing on preferential membership, co-branded e-learning, and capability benchmarking.

Our membership base grew for the second consecutive year, reaching 25,888 members, driven by a 1.8% improvement in retention. The new Marketing Club proposition, designed to bridge the gap from university to professional career, has seen promising early engagement with 2,500 registrants. We will keep sharpening our focus on membership acquisition, using joint campaigns as already proven with training.

Membership in numbers

- **25,888** in membership
- **9,022** studying affiliates
- **16,866** graded members and affiliate professionals
- **994** mentors sharing their experience to benefit others
- **2,038** mentees benefiting from the experience of our mentors
- Our Continuing Professional Development platform saw **12,494** enrol
- **3,582** Chartered Marketers

Please see page 24 for more information on how we engage with our members.

The Global Professional Marketing Framework

A cornerstone of our strategy, the Global Professional Marketing Framework (GPMF) is more than just a skills list, it serves as our definitive blueprint for marketing excellence, designed to be both a current guide and an ongoing resource for the profession.

Moving beyond theory to define the critical skills, behaviours, and capabilities that drive real world success, it establishes a universal language for marketing, helping organisations to hire, develop, and retain top talent effectively.

The GPMF's power lies in its holistic structure, which ensures marketers and organisations can thrive.

With the four pillars forming the core of the framework, they ensure that technical skills (Capability) are always aligned with business goals (Direction), executed with the right ethics and behaviours (Professionalism), to deliver measurable benefits (Impact) for individuals, business, and the wider economy.

The eight Essential Marketing Capability areas are essential for modern marketers. These are not isolated topics, they are interconnected disciplines that form a complete marketing function.

Acting as a foundation for continuous growth, the framework is brought to life through a clear competency scale from Aware to Expert, allowing every professional, regardless of career stage, to identify their strengths, target areas for development, and plot a clear path for progression. It makes the GPMF a personal development tool as much as an organisational one.

Built through embedding forward-looking capabilities, it ensures the profession remains resilient and adaptive and provides the “why” behind our learning, ensuring everything we develop is relevant, robust, and geared towards delivering maximum professional impact. It is the foundation upon which we are empowering the next generation of marketers and strengthening the entire profession.

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

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CIM Business Centre

The financial year marked a period of positive growth and progress. By concentrating on our core offerings, investing in facilities, and capitalising on a stable operational environment, we achieved strong financial results with total revenue reaching £2.73 million, marking a 15% year-on-year increase and £100K above budget. This performance was supported by a 5% rise in occupancy and improved customer feedback scores, strengthening our position in the market.

Success was also driven by our ability to retain returning clients and operate without major disruptions, enabling the team to

focus on delivering a diverse range of events, including an intensive summer school. Our commitment to enhancing client and guest experiences was demonstrated through the refurbishment of the Manor House meeting rooms and the addition of a hired catering van for summer events, ensuring flexibility and improved service.

Looking ahead, this performance provides a strong foundation for continued growth. We will build on client loyalty while exploring innovative ways to enhance guest services and reinforce our reputation as a trusted venue for events.

Our engagement



506,829 – Website visitors



272,115 – Content hub views



360,698 – Total social media followers



235,322 – LinkedIn followers



14,859 – Registrations for member-exclusive webinars



32,296 – Podcast downloads



Engaging our members and the wider profession

Marketing continues to be a powerful force for organisational growth and societal impact, and it's the people behind it who drive that change. Over the past year, we've strengthened CIM's visibility and influence through a wide range of activity from public relations and targeted advertising, to podcasts and exclusive member content. Our new public affairs programme has amplified our voice with government and industry, ensuring we remain relevant and responsive to the issues that matter most to our members and the wider marketing community.

Our volunteer community

Our volunteers and regional groups remain central to CIM's success. Their energy supports us in delivering sector-specific content and events that connect marketers across the globe. This year, we've deepened engagement through 43 in-person and virtual events, supported by dynamic digital campaigns and growing social media communities.

Our community also plays a key role in delivering thought leadership through platforms like Catalyst, which now features more member-led stories and interactive content. These insights help us understand what resonates most and ensures our resources remain timely and relevant. Our strategic partnerships have further enhanced our offering, with topics such as generative AI, governance, and trust shaping and underpinning our principal content themes.

We've also expanded our support for aspiring marketers. The launch of the Marketing Club provides students with access to content across webinars, podcasts, and reports all aimed at helping them build their skills and confidence as they progress towards CIM qualifications. Meanwhile, our global student competition, The Pitch, saw record-breaking participation from over 200 teams worldwide, offering a real-world challenge that helps students develop essential professional skills. We'll continue to work with our student communities to grow this initiative in 2025.

Reflecting on 2025, this year has been defined by growth, innovation, and deeper engagement. As we look ahead, we remain committed to empowering marketing and those who work in it, ensuring CIM continues to be a trusted, forward-thinking voice in the industry, highlighting the importance of best practice and the value of professional marketing.

Raising our voice

This year, we concentrated on strengthening the reach, relevance, and impact of our voice, both across the UK and internationally. Our strategy prioritised high-value engagement over volume, ensuring we championed the marketing profession on the most critical issues and platforms.

United Kingdom:

Our UK PR approach shifted decisively towards quality and influence. We secured 271 media mentions in high-calibre outlets such as Forbes, The Guardian, and BBC Radio. While this represented an 8% decrease in overall volume, the strategic value and audience reach of each placement increased significantly. A key achievement was amplifying our members' voices; our FCIM and MCIM members were featured in industry reports and roundtables, while junior members gained visibility through interviews and podcasts. In response to our member census, where 77% called for stronger government engagement, we launched a new Public Affairs Strategy. This involved responding to key consultations, monitoring regulatory developments, and actively engaging with bodies like the Competition and Markets Authority and Department for Education to ensure the marketer's perspective informs new legislation.

Our global voice:

Our international presence grew substantially, with features in media outlets across 74 countries. We extended our influence beyond mainstream press into targeted sector publications, including PharmiWeb, HR Magazine, and Grocery Trader. Our commentary shaped conversations on pivotal issues such as the rise of AI, dynamic pricing, and data regulation. Social amplification of our news saw remarkable growth, with brand mentions increasing by 131% to 5,395. We also provided a global platform for students through media activities surrounding The Pitch competition.



Expanding our reach and influence

This year's efforts have solidified our competitive standing and significantly expanded our media footprint. We now hold the #2 position for share of voice among marketing associations both in the UK and across other geographical locations where we are building a presence. Crucially, we continue to amplify the voices of our members at all levels, from FCIM experts to students in The Pitch competition, while our public affairs work has driven and led key conversations. On responding to our members' call for stronger advocacy, we placed a focus our engagement with government. Looking at where we could influence policy through consultations, we've monitored regulatory developments and engaged with key bodies like Skills England and the CMA to ensure the profession's voice is heard on critical issues.

Social and online

Social media remains an essential channel for engaging our audiences and maintaining CIM's relevance in an ever-evolving digital landscape. On LinkedIn, our primary platform, we are approaching a significant milestone of 250,000 followers. This sustained growth reflects our success in communicating CIM's standards and principles to a global professional community through timely insights, thought leadership, and sector-relevant updates.

To adapt to shifting user habits and engage marketers across all demographics, we have expanded our presence by establishing CIM on Meta's new Threads platform. Our growing recognition on Instagram, TikTok, Facebook, and YouTube further demonstrates CIM's broadening relevance across the marketing community.

Our digital-first strategy has further evolved through the digital-only edition of Catalyst, our member-exclusive magazine. It continues to be a valuable resource, offering inspiring stories, best practices, and in-depth industry analysis. This format provides valuable data on content engagement, enabling us to refine our editorial focus and deliver what matters most to our members.

Finally, strategic social media advertising continues to be critical for achieving CIM's financial objectives and strong brand awareness. We use powerful, targeted campaigns to capture new audience attention and deepen relationships with existing connections. This approach, fuelled by tailored content, ensures our brand remains resilient and drives sustainable growth.



Future outlook

Building on the foundation of the Global Professional Marketing Framework (GPMF), our focus is now on activating it across the profession. We will continue translating the framework into dynamic support, launching new CIM programmes and initiatives in high-demand areas like AI and Digital Marketing. This includes pioneering partnerships, such as The CIM Impact Development Programme delivered by CIM and Meirc, which delivers a powerful, two-year learning pathway for marketers in the GCC region, combining global standards with local expertise.

Our commitment to nurturing future talent will continue to grow. Our ambition for

The Marketing Club to become a thriving global community, providing students with essential resources and connections, is now underway. For established professionals, our forthcoming Capability Index will provide an innovative tool to measure and benchmark marketing proficiency, supporting lifelong career development.

As we evolve our programmes, support our members, and expand our corporate solutions, we are ensuring that both individual marketers and their organisations are equipped to navigate the future with confidence and agility.

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 £14.8m is 4% higher than last year with improvements shown in three of the four revenue streams. Qualifications revenue showed a slight reduction YOY.

Direct cost of sales of £8.3m were 5% higher than last year resulting in a gross profit of £6.5m, which was a slight increase on the previous year. The increase in employer national insurance contributions was a factor in higher administrative expenses this year, coupled with increased expenditure on maintaining the site. Administrative costs for the year were £6.7m compared with £6.2m in the previous year.

As a result, CIM reported an operating loss of £269k (2023/24: £151k profit).

The Directors have considered the market value of the investment property at 30 June 2025, and have agreed that no amendment to the value is required.

After accounting for net interest payable, there was a loss before tax of £324k (2023/24: £95k profit).

Balance sheet

The total net assets of CIM as at 30 June 2025 was £4.8m (2023/24: £5.1m) with unrestricted reserves accounting for £4.1m (2023/24: £4.3m). The restricted reserves of £0.7m relate to CAM and are required to be used for its charitable purposes.

Capital expenditure of £0.7m was lower than last year (2023/24: £1.0m). The ongoing investment in the CRM system is reducing as the overall project is nearing completion, we began the development of our new website and continued to upgrade roofs and equipment across the Moor Hall site.

The defined benefit pension scheme showed an accounting surplus of £3.5m at the year end. This compares to a surplus of £4.0m 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.

Net current liabilities were £2.1m (2023/24: £1.6m). The increase is due to the reduction in debtors and a lower cash balance than the previous year. Included within current liabilities is £2.3m (2023/24: £2.4m) of deferred income and trade creditors £1.0m (2023/24: £0.8m). Trade and other debtors were £0.7m compared with £0.8m last year.

Cash at bank and in hand at the end of the year was £1.2m compared with £1.7m last year. The balance at the end of last year included the mortgage from HSBC.

Consolidated profit and loss account and statement of retained earnings

2024/2025
Year ended 30 June 2025

	2025 £'000	2024 £'000
Turnover	14,813	14,290
Cost of sales	(8,353)	(7,950)
Gross profit	6,460	6,340
Administrative expenses	(6,729)	(6,189)
Group operating (Loss)/Profit	(269)	151
Interest receivable	52	45
Interest payable	(107)	(101)
(Loss)/Profit on ordinary activities before taxation	(324)	95
Taxation	–	–
(Loss)/Profit after taxation	(324)	95
Retained profits brought forward	5,088	4,993
Retained profits carried forward	4,764	5,088

Consolidated balance sheet

2024/2025

At 30 June 2025

	2025 £'000	Restated 2024 £'000
Fixed assets		
Intangible assets	1,629	1,301
Tangible assets	6,352	6,539
Investments	250	250
	8,231	8,090
Current assets		
Stocks	27	23
Debtors – due within one year	1,019	1,061
Cash at bank and in hand	1,244	1,682
	2,290	2,766
Current liabilities		
Creditors – amounts falling due within one year	(4,428)	(4,364)
	(4,428)	(4,364)
Net current liabilities	(2,138)	(1,598)
Total assets less current liabilities	6,093	6,492
Creditors		
Amounts falling due after more than one year	(1,329)	(1,404)
Net assets	4,764	5,088
Retained earnings		
CIM GROUP	4,073	4,382
CAM	691	706
Total retained earnings	4,764	5,088

Legal and administration

For the year ended 30 June 2025

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

Penny Eccles DipM FCIM
Chartered Marketer

Fiona Hawkins FCIM
Until January 2025

Dr Leeya Hendricks FCIM
Chartered Marketer

Paul Mackman FCIM
Chartered Marketer

Niall Parfitt FCIM
Chartered Marketer
From January 2025

The Appointments and Remuneration Committee

Matt Stevens DipM FCIM
Chair
From July 2024

Carol Ashton Chartered MCIPD

William Burton DipM FCIM
Chartered Marketer

Penny Eccles DipM FCIM
Chartered Marketer

Dr Ruchitha Perera DipM FCIM
Chartered Marketer
From July 2024

Ian Simons MCIM
Chartered Marketer
From July 2024

Andrew Yuille DipM FCIM
Chartered Marketer

The Audit and Risk Committee

Kevin Smith FCCA
Acting Chair

David Maltby FCIM

Johnny Smoes FCIM
Chartered Marketer

Dr Peter So DipM MCIM
Chartered Marketer

The Constitution and Ethics Committee

Michael Lynch DipM FCIM
Chartered Marketer
Chair

Helen Anderson FCIM
Chartered Marketer

Kelvin Golding DipM FCIM
Chartered Marketer

Dr Leeya Hendricks FCIM
Chartered Marketer

Dr Amila Kankanamge FCIM
Chartered Marketer

Matt Waters MCIM
Chartered Marketer

Regional Chairs

Nicki Ramsbottom MCIM
Chartered Marketer
East of England

Ben Grainger MCIM
Chartered Marketer
Greater London

Marian Norwood DipM FCIM
Chartered Marketer
Ireland

Rachael Mabe DipM FCIM
Midlands

James McCracken FCIM
North West

Ellie Murphy FCIM
Scotland

Marie Wilcox DipM FCIM
Chartered Marketer
South East

Alia Weir FCIM
Chartered Marketer
South West & Channel Islands

Dr Gavin Davies FCIM
Chartered Marketer
Wales

Helen Stott DipM FCIM
Chartered Marketer
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Legal and administration

For the year ended 30 June 2025

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HSBC UK Bank Plc
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Leadership Team

Chris Daly FCIM
Chartered Marketer
Chief Executive

Anna Kuguru FCCA ACIM
Chartered Marketer
Director of Finance, Procurement and Risk

Maggie Jones DipM FCIM
Chartered Marketer
Director of Qualifications and Partnerships

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

Joanne Saintclair-Abbott CG (Affiliated)
Institute Secretary

James Sutton FCIM
Strategy and Commercial Director

James Taylor
Director of Technology



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