

25 January 2005

### Lord Heseltine appointed President of CIM

The Chartered Institute of Marketing (CIM) has appointed Lord Heseltine, Chairman of Haymarket Group, as its President. Lord Heseltine is an advocate of marketing and brings extensive experience in business leadership in both the private and public sector.

"I am delighted to put my name behind CIM and what it stands for," commented Lord Heseltine. "I will be doing all that I can to enhance the reputation of CIM, and therefore the reputation of marketing within business. I will be visiting Moor Hall shortly to meet the CIM team."



It is expected that Lord Heseltine will take an active role as CIM looks to put marketing squarely on the boardroom agenda. CIM's International Chairman, Paul Gostick, believes that Lord Heseltine will indeed do much to enhance marketing's reputation. "We see Michael as the epitome of great marketing, demonstrating business acumen, thought leadership and strong communication skills. He understands the pivotal role that marketing plays in driving the economy, and is a champion of UK Plc," says Gostick. "I know that Michael will be a key figure in driving both Fellowship and Membership of CIM. We're thrilled that he is on board and I very much look forward to working with him."

Lord Heseltine takes over the role from Dianne Thompson, CEO of Camelot Group, who was CIM President for three years.

CIM is the world's leading professional body for marketers with 55,000 members worldwide. It was formed in 1911 and is the only marketing body to hold a Royal Charter, being able to confer Chartered Marketer status.

- Ends -

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**Notes to editor:**

**The Rt Hon the Lord Heseltine CH, Chairman, Haymarket Group Limited**

Until the late 1960s Michael Heseltine helped to create the Haymarket Publishing Group. He rejoined the Board on leaving Government in 1997 and became Chairman in March 1999. In 1966 he became

an MP and left Parliament at the election in 2001. His first government post was in June 1970. From 1979 until 1983, he was Secretary of State for the Environment and became a Member of the Privy Council. He was Secretary of State for Defence from 1983 until he resigned from the Cabinet in 1986. In 1990 he challenged Mrs. Thatcher for the leadership of the Conservative Party. She resigned and he joined John Major's Cabinet as Secretary of State for the Environment. From 1992 he served as President of the Board of Trade and Secretary of State for Trade and Industry until 1995, when he was appointed First Secretary of State and Deputy Prime Minister, a post that he held until April 1997. He was created a life peer in July 2001.

### **About CIM**

The Chartered Institute of Marketing (CIM) is the world's largest professional marketing body with 55,000 members in 130 countries. We define the marketing standards that operate in the UK and champion best practice globally. We exist to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. We do this by providing membership, qualifications and training to marketing professionals around the world. Visit CIM online at [www.cim.co.uk](http://www.cim.co.uk)