

**26 January 2005**

### **Christine Cryne appointed CEO of CIM**

The Chartered Institute of Marketing (CIM) has appointed Christine Cryne as Chief Executive Officer. Cryne joins from a high profile role as Executive Director of the Muscular Dystrophy Campaign. During her time there, membership increased by 20% and turnover significantly increased. She was previously Marketing Director at Help the Aged and has broad marketing experience with roles at IPC Magazines, Sharwoods, RHM, Schweppes and Unilever.

“The wealth of commercial, marketing and senior business management experience Christine brings represents a great asset for CIM,” says CIM’s International Chairman, Paul Gostick. “This experience has been developed in sectors as varied as charities, publishing and FMCG. She benefits from considerable involvement with organisations that possess similar branch and member networks to our own.”

Cryne will continue to work in a volunteer capacity the not-for-profit ‘Campaign for Real Ale’, where she has been involved for over 15 years. Cryne has put a particular focus on membership recruitment; during her tenure membership and turnover have quadrupled.

Cryne takes over the role from Interim CEO John Coke, who has managed CIM since April 2004. Cryne will take up her post in March this year.

CIM is the world’s leading professional body for marketers with over 50,000 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 -**

**For further press information contact:** Annabel Pritchard +44 (0) 1628 427 002

#### **Notes to editor:**

##### **Christine Cryne**

Positions held:

2001-2004: Muscular Dystrophy Campaign, Executive Director

1997-2001: Director of Marketing and paid for services, Help the Aged

1994-1997: Head of Corporate Trading and Development, Help the Aged

1992-1994: Marketing Manager, IPC Magazines

1982-1990: Various product and commercial roles, Sharwoods, RHM and Schweppes

1977-1982: Various roles, Unilever

Christine holds a degree in Chemical Physics and Mathematics

#### **About CIM**

The Chartered Institute of Marketing (CIM) is the world's largest professional marketing body with over 50,000 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)