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## American Marketing Association Fact Sheet

### Who We Are

Reaching nearly 1.3 million marketers globally, the American Marketing Association (AMA) is the world's largest marketing association, and the most relevant force and voice shaping marketing today. AMA is an essential community for marketers that inspires curiosity, debate and connection.

### What We Do

The American Marketing Association (AMA) provides an essential community where academic researchers, marketers, students, business leaders, sales professionals and related stakeholders can collaborate to tackle the biggest challenges facing marketers today. AMA provides marketers with the resources, information, training and knowledge necessary to outperform.

### Our Mission + Vision

AMA endeavors to be the most relevant force and voice shaping marketing around the world and to be a community essential for marketers – the trusted resource for marketers that delivers world-class content and an unparalleled experience that is relevant and differentiated.

In 2015, the “Next AMA” launched four transformational strategies as part of the organization's mission:

- Committing to Service Leadership to customers, members and stakeholders.
- Providing a proactive, differentiated and modern voice for a single unified, One AMA brand, One AMA Community.
- Establishing an Intellectual Agenda that is harmonized across all platforms and channels based on an editorial strategy to feature the tension between Best Versus Next Practices™.
- Building a personalized and connected Marketplace of knowledge that engages the AMA in a single community—always on, always connected...One AMA Community.

In May 2016, the AMA launched its new brand identity that reflects both the evolution of the association and its vision for the future.

### ***History of the American Marketing Association***

The roots of the American Marketing Association can be traced to the early 1900s when the National Association of Teachers of Advertisers and American Marketing Society, comprised of marketers and marketing researchers, merged to bring together all marketers, across all specialties to collaborate and inspire one another. The American Marketing Association (AMA) officially launched in 1937.

### ***Membership***

There are more than 30,000 AMA members who work, teach and study in the field. The AMA has over 70 professional chapters. In addition, there are more than 10,500 student members and 350 AMA collegiate chapters in the United States and select International locations. Over 4000 members engage around various academic topics through 17 Academic Special Interest Groups (SIGs).

Member benefits include:

- **Innovative Resources and Tools** (unlimited access to vast members-only resources, tools and content such as white papers, best practices, and research reports)
- **Chapter and SIG** (Connect, exchange information and ideas about what's happening in marketing)
- **Conferences and Training** (members receive significant discounts)
- **Industry Publications** (membership includes subscription to *Marketing News* and another publication (specialty publication or journal) of choice)
- **Career Resources and Certification** (access to hundreds of jobs, career tips and strategies, interview and resume guidelines, ask the expert panel, and more)

### ***Intellectual Agenda***

In early 2016, the AMA unveiled its first Intellectual Agenda to help inspire thought, research and advancement in the field. The Intellectual Agenda serves as basis for all AMA's content and intellectual capital for academics and practicing marketers.

The AMA's Intellectual Agenda focuses on the topics that matter most to marketers. Found within is a wide range of marketing ideas, topics, trends and challenges driven by the world's best academic thinking and by the industry's

foremost thought leaders. In the first Intellectual Agenda, AMA focuses on the “Seven Big Problems” in the marketing industry and provides critical context to the challenges all marketers face. Those include:

1. Effectively targeting high value sources of growth
2. Role of marketing in the firm and the c-suite
3. The digital transformation of the modern corporation
4. Generating and using insight to shape marketing practice
5. Dealing with an omni-channel world
6. Competing in dynamic, global markets
7. Balancing incremental and radical innovation

### ***Conferences and Events***

Capitalizing on AMA's global network of thought leaders, AMA conferences are where marketers connect and learn. For more information click [here](#).

### ***Industry Publications***

The American Marketing Association publishes a variety of award-winning magazines, journals and e-newsletters directed to both practitioners and academics. Considered leaders in their respective fields, these publications provide readers with leading-edge ideas, strategic thinking and practical solutions to challenges facing marketers.

- Marketing News
- Marketing Insights
- Marketing Health Services
- Journal of Marketing
- Journal of Marketing Research
- Journal of International Marketing
- Journal of Public Policy & Marketing
- e-Newsletters

### ***Leadership***

Russ Klein, Chief Executive Officer

Andy Friedman – Chief of Content

Barbara Grobicki – Chief of Strategic Alliances

Jill Herriott – Chief of Experience

Beth Taylor – Chief of Operations

### ***Website***

[www.ama.org](http://www.ama.org)

***Social Media***

Twitter @AMA\_Marketing

Facebook <https://www.facebook.com/AmericanMarketing>

LinkedIn <https://www.linkedin.com/company/american-marketing-association>

Instagram [https://www.instagram.com/ama\\_marketing](https://www.instagram.com/ama_marketing)

YouTube <https://www.youtube.com/user/AMAMarketing>

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