



AMERICAN MARKETING  
ASSOCIATION

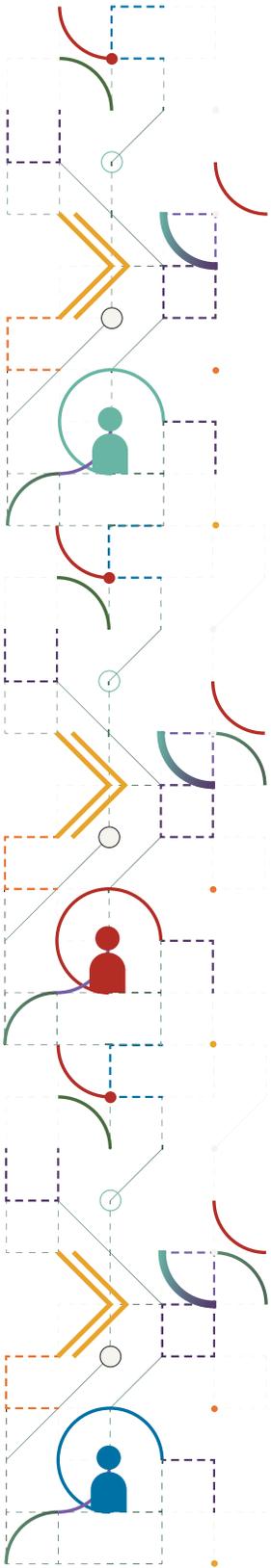
# Essential Community *for Marketers*

2025 Annual Report



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# About the AMA

As the leading global professional marketing association, the [AMA](#) is the essential community for marketers. From students and practitioners to executives and academics, we aim to elevate the profession, deepen knowledge, and make a lasting impact. The AMA is home to five premier scholarly journals including: [Journal of Marketing](#), [Journal of Marketing Research](#), [Journal of Public Policy and Marketing](#), [Journal of International Marketing](#), and [Journal of Interactive Marketing](#). Our industry-leading training events and conferences define future forward practices, while our professional development and [Professional Certified Marketer \(PCM®\)](#) advance knowledge. With almost 70 chapters and a presence on 330 college campuses across North America, the AMA fosters a vibrant community of marketers. The association's philanthropic arm, the [AMA's Foundation](#), is inspiring a more diverse industry and ensuring marketing research impacts public good.

AMA views marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. You can learn more about AMA's learning programs and certifications, conferences and events, and scholarly journals at [AMA.org](#).

## AMA Mission

The AMA strives to be the most relevant force and voice shaping marketing around the world, an essential community for marketers.

# AMA Board of Directors

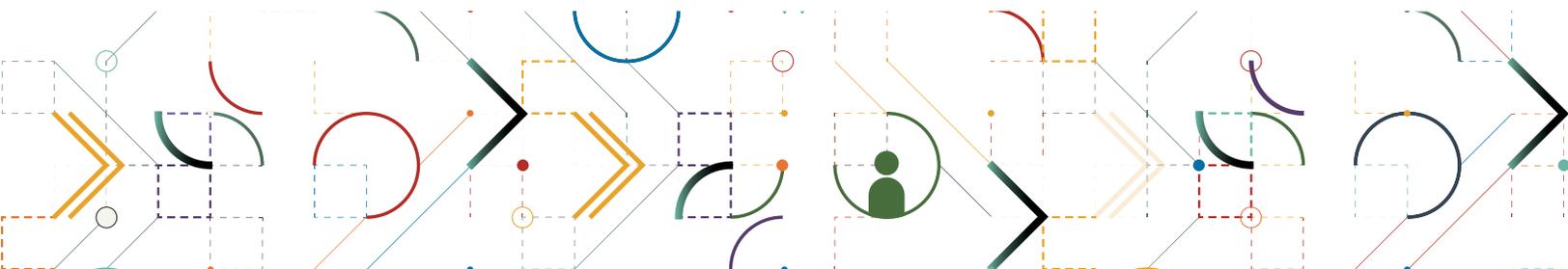


## FY 2025 Board of Directors Members

The AMA Board of Directors is a group of volunteer leaders who are impactful visionaries in marketing. The purpose of the AMA Board of Directors is to oversee the mission of the association in accordance with the organization’s Constitution and Bylaws. The CEO and management team of the AMA oversee the daily affairs of the organization and exercise all powers not otherwise reserved to the Board or membership.

Through three councils and other volunteer groups, the Board ensures the voices of members and communities are heard. Their insight and guidance help AMA deliver on its promise to put Answers in Action™.

The new Board appointments are effective July 1, 2024 and are one-year terms through June 20, 2025. More information about AMA’s Board of Directors is [here](#).





## Executive Committee of the AMA Board

### **Mike Brady, Chair**

The Rockwood Professor of Marketing and Assistant Provost, Rockwood School of Marketing, Florida State University

### **Lisa Bowman, Immediate Past Chair**

Founder and Chief Mojo Officer, Marketing Mojo

### **Robin Tooms, Chair-Elect**

Chief Marketing Officer, Members Credit Union

### **Tiffany White, Secretary**

Professor of Business Administration and Advertising and Bruce and Anne Strohm Faculty Fellow in the Gies College of Business, University of Illinois

### **Jeff Lupinacci, Treasurer**

Chief Financial Officer, Real Chemistry



## AMA Board Members

### **Kim Whitler, Chair, AMA Foundation**

Frank M. Sands Sr. Associate Professor, Darden School of Business, University of Virginia

### **Anders Gustafsson**

Professor of Marketing, BI The Norwegian Business School

### **Brian Fergemann**

Senior Counsel, Marketing and Intellectual Property, McDonald's Corporation

### **Rebecca Slotegraaf**

Professor of Marketing and Neal Gilliatt Chair in Marketing, Kelley School of Business, Indiana University

### **Angela Brutsche**

Vice President of Marketing and Communications, Texas REALTORS®

### **Christine Mathers**

Head of Global Communications and Brand, Noble Corporation

### **Eli Jones**

Professor of Marketing, Mays Business Schools, Texas A&M University

### **Matt Witt**

National Digital Experience Lead, Deloitte Digital

### **John Kennedy**

Managing Partner, The Sorium Group

### **Maura Scott**

Professor of Marketing and the Edward M. Carson Chair in Services Marketing at the W. P. Carey School of Business, Arizona State University

### **Nadya Kohl**

Former Chief Marketing Officer, Volta Charging

# Note from the AMA CEO

## A Dynamic Community of Connected Marketers

From last year's annual report theme of marketing essentials, to this year's theme of community, we continue our future-facing progress to becoming a more connected community of dynamic marketers.

AMA is there in both the loud and quiet moments that help define community and business. We are committed to working to strengthen and build relationships, and tell the compelling story of our marketing community.

**PEOPLE FIRST:** Community grows through genuine human connection. We meet marketers at every stage of their career, adapt to their changing needs, and support their growth—building a professional network that connects, advances, and inspires.

**BE BOLD:** Our contemporary world is truly dynamic. The AMA endeavors to build forward-looking programs, resources, and connections that challenge convention and expand the approach to the profession. We are unafraid to help the profession navigate a constantly changing future. We champion new ways of working together, building better approaches,

and helping to shape the marketing profession for future generations.

**THE MARKETING UNIVERSE:** The power of community and insights. The AMA harnesses the collective knowledge and power of marketing on a global scale for the industry, profession, and practice.

**COMPELLING EVOLUTION:** The AMA develops thought leadership resources supporting an ever-evolving profession through convening, curating, and amplifying thought leadership, serving as a go-to credible source for the industry, profession, and practice.



Our strategic vision will create new moments of impact and meaning for the AMA, our members, and the community. Working together we'll build new learning opportunities, share insightful thought leadership, and convene events to showcase the dynamic community of marketers. Together, we are building the dynamic and essential community for marketers that is AMA.

A handwritten signature in black ink, appearing to read 'Bennie F. Johnson'.

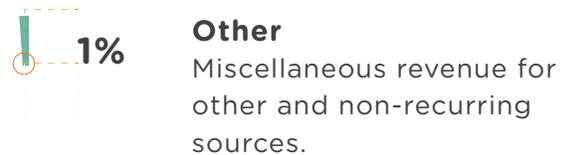
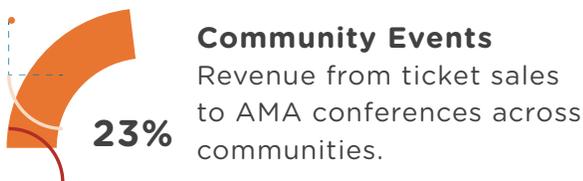
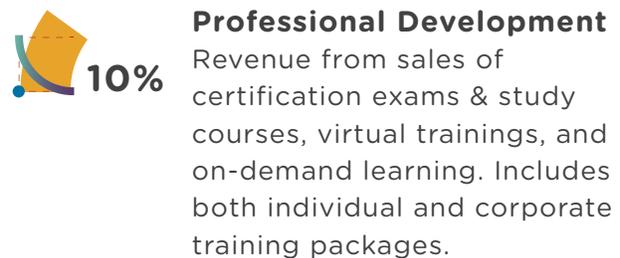
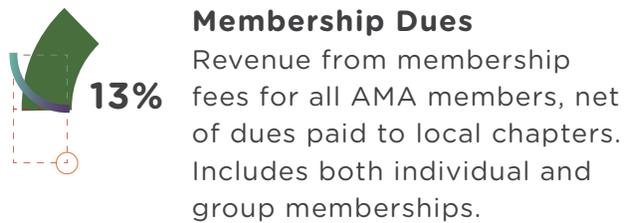
**Bennie F. Johnson** |  
CEO of the American Marketing Association

# AMA Financials

The AMA has successfully increased its financial reserves through careful management.

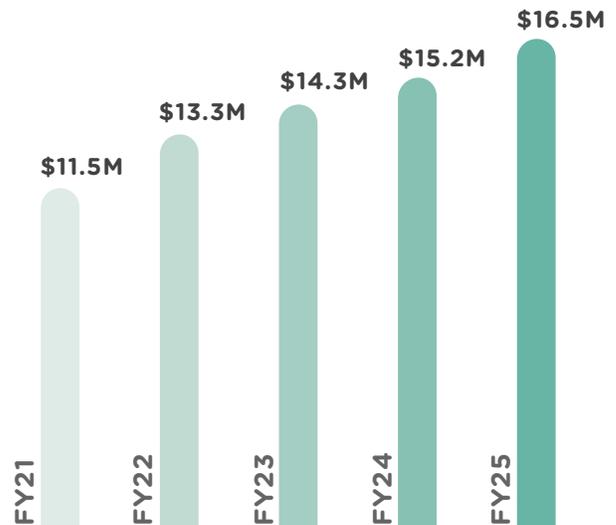
## Diversified Organization

The AMA's revenue reflects the many communities, programs, and activities in which the organization participates. The AMA is more diversified than most associations with revenue coming from five significant sources including:



## Healthy & Growing Organization

The AMA has been growing by \$1m or more each year with the most significant growth coming from community events and professional development. The revenue size of the AMA puts us in the top 10% of all associations.



# AMA Membership & Community

From students and practitioners to executives and academics, with over 25,000 members across the world, AMA is truly the global headquarters for marketing professionals.

We start in 1937 when a group of academics and practitioners realized the need to understand the emerging marketing discipline better. Today, the AMA leads a fast-changing field with innovative research and practical learning that helps marketers on all levels enhance their knowledge. We help advance careers by providing the tools, training, and certifications to help marketers stand out among their peers.

**Together, we are building a community dedicated to making our industry stronger and showing that marketing can be a force for good.**



## Professional Membership Highlights

The AMA, with over 14,000 professional members, has increased opportunities for professionals and specifically expanded programs for senior marketing leaders this year.

- The Symposium for the Marketing of Higher Education, where 110 university marketing leaders from around the world addressed the evolving challenges in higher ed marketing.
- Two Health Care Executive Summits, where record attendance explored the impact of AI, federal policy shifts, and marketing's role in patient care.
- The first Executive Marketer Summit, an invite-only forum for CMOs and senior executives to address disruption, talent shifts, and cross-C-Suite alignment.



## Academic Community

The AMA Academic Community has 21 special interest groups dedicated to particular streams of research. Academics in these groups have developed these subcommunities into thriving groups that support doctoral students, hold conferences, provide programming for AMA conferences, and present awards.

AMA hosts three highly regarded academic conferences: Winter AMA Academic Conference, typically held in February; Summer AMA Academic Conference, typically held in August; and Marketing & Public Policy Conference,



which takes place in June. At these conferences, academics gather under the “Big Tent” (marketing academia is generally divided into Consumer Behavior, Quantitative, and Strategy Research). The AMA is the only association that brings all these fields of inquiry together. Attendees at these academic conferences network, renew relationships, share research, give and receive feedback, and celebrate successes at these conferences.

## Collegiate Community

The AMA Collegiate Community is a vibrant network of nearly 11,000 students, representing over 330 chapters across various colleges and universities. This community fosters student development through a range of opportunities, including the Virtual Collegiate Summit in the fall and the in-person International Collegiate Conference each spring. Additionally, the AMA provides a Career Forum Grant Program designed to support students in their professional growth and assist in regional conference planning.

Another one of the community’s key initiatives is the Collegiate Mentorship Program, aimed at guiding students who are the first in their families



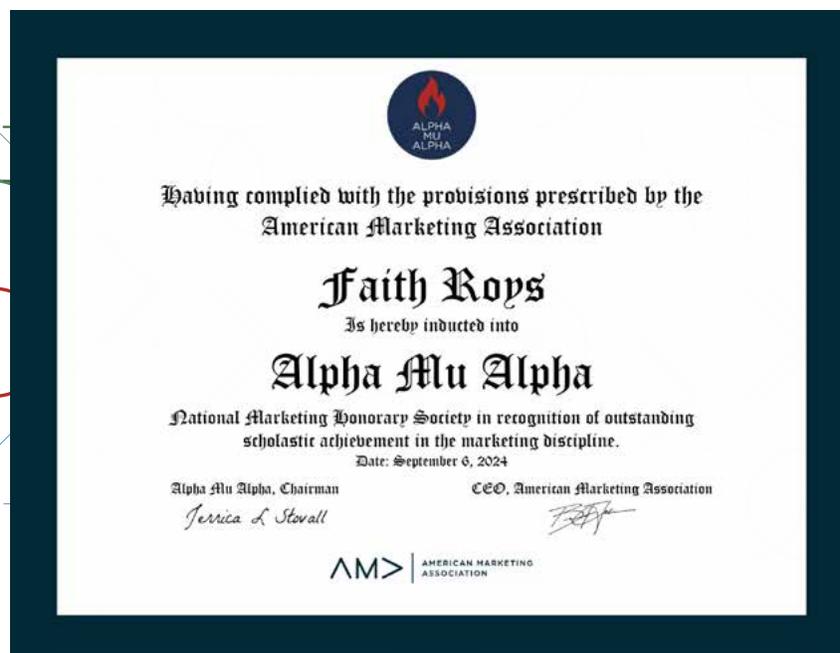
to attend college. The Collegiate Chapters Council, a governing body of marketing professors and faculty advisors, oversees the strategic direction of the community.

Among the most talked-about aspects of the collegiate experience are the various competitions that offer students a chance to shine. These include the prestigious Case Competition, as well as video, social media, Perfect Pitch, Marketing Strategy, and sales competitions. These events provide valuable real-world marketing experience and are a highlight for many students.

Collegiate chapters vary in size, with membership ranging from as few as 10 students to more than 300. As a special token of appreciation, graduating seniors receive a complimentary one-year membership to the AMA's professional community, offering a seamless transition from collegiate to professional engagement.

## Alpha Mu Alpha

Founded in 1981, Alpha Mu Alpha is AMA's national marketing honorary recognizing top undergraduate, graduate, and doctoral students, as well as faculty, for academic excellence. More information: [Alpha Mu Alpha](#)



# AMA Chapters

The AMA thrives because of the effort of our volunteers. They give their time and knowledge to help fellow marketers find their potential and advance their careers. Their efforts have moved the marketing industry forward through research and leading peer-reviewed academic journals. With a presence on over 330 college and university campuses, our collegiate chapters prepare undergraduate students for the start of their careers. Our nearly 70 professional chapters across North America support local communities through networking and educational programs. Our volunteers do more than support AMA, they support the marketing industry.

## Professional Chapters Council

The Professional Chapters Council (PCC) is a dynamic, action-oriented team that not only offers advice but also consistently delivers tangible results, continually elevating the PCC. Their work is driven by a commitment to upholding the AMA's high standards. PCC members are dedicated to serving chapter leaders by a social contract of trust, friendships, and connections that ensure accountability in all they do.

Each year, the PCC evolves with the addition of dynamic leaders from across North America. Our community benefits immensely from their contributions, which continue to strengthen and advance our collective mission.

## Thank you

to the FY25  
PCC Members for  
their leadership  
and inspiration for  
our chapters.

**Karen McFarlane,**  
New York

**Craig Lund,**  
Toronto

**Tina Portillo,**  
Toronto

**Kendra Clarke,**  
New Jersey

**Andrea Smith,**  
Washington DC

**Misty Wilson,**  
Triangle

**Stephen Brent May,**  
Houston

**Kimberly Strong,**  
Atlanta

**Richard Conner,**  
Connecticut

**Christina Strong-Regan,**  
Detroit

**Vanessa Torres,**  
San Antonio

**Andy Noller,**  
Cincinnati

**Ashlan Glazier-Anderson,**  
PDX

## The Board Leadership Accelerator

As our community engagement models evolved, the PCC led the charge in creating new approaches to keep our member community moving forward.

The [Board Leadership Accelerator](#) represents more than a training program; it is an intentional investment in leadership growth. Grounded in the belief that **Stronger Leaders = Stronger Chapters**, the initiative builds upon the foundation of prior PCC efforts—such as Regional Retreats and the Leadership Summit—while introducing new content, innovative formats, and experiences designed to equip chapter leaders for today’s unique challenges and opportunities.



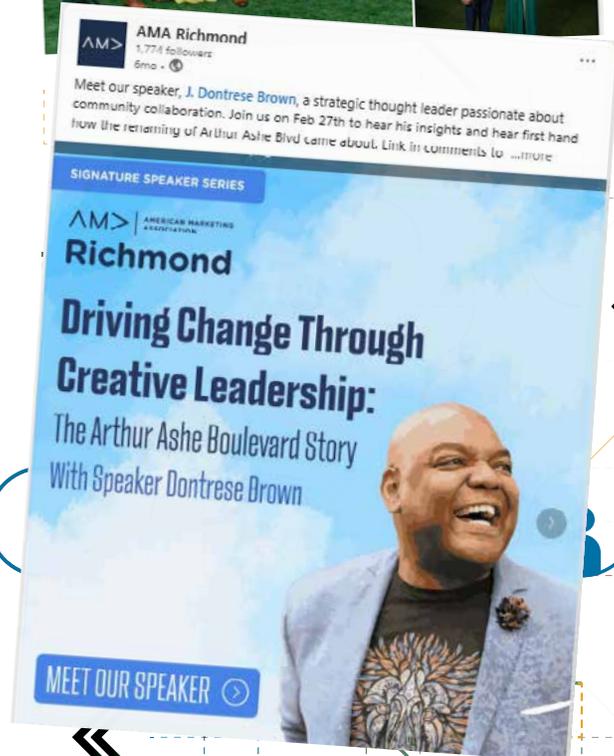
## Chapter Highlights

AMA Wilmington (NC) launched in Fall 2024, expanding our presence in the Southeast. In its first year, the chapter has collaborated with peers to share best practices, build connections, and establish a strong foundation.



The 2025 [Ric Sweeney Chapter Volunteer of the Year Award](#) went to AMA Baltimore's Dov Hoffman, recognized for 16 years of exemplary leadership that has advanced the profession and strengthened the volunteer community.

Since 1974, the Chapter Excellence Awards (CEA) have honored professional chapters for achievements in leadership, membership, programming, finance, and communications. [Recent winners](#) showcase the volunteer spirit and vital role chapters play in advancing AMA's mission.



# AMA Marketing, Social Media & Media

## Website

Over the last year, the AMA website has seen a 21% increase in new users compared to last year. The increase in new users came from direct traffic (29 % increase) in combination with marketing efforts such as emails (28% increase) and referrals (17% increase).

### Highlights



The “Definition of Marketing” and “Membership” webpages garnered significant impression, 17M and 12M respectively.



The average engagement per user remained relatively the same compared to last year



AMA Symposium for the Marketing of Higher Education continues to lead in terms of event pageviews and users, 2% increase and 11% increase respectively

## Email

Email is a major communications channel for the AMA and due to incredible staff collaboration, the AMA has seen open rates increase, maintained a fantastic unsubscribe rate, and met the diverse needs of many stakeholders.

### Highlights



**Open rate FY25: 13.58%.**  
Up 1.3% from FY24 (12.28%)



**Total sends for FY25: 1,204.** Up 4.8% from FY24 (1,146)



**Unsubscribe rate** well below industry average of 0.4% at 0.15%; **down 0.29% from FY24**

*Notes: Results show steady progress. Because AMA transitioned to a new email system mid-year, some figures required manual calculation. The new system makes tracking easier, though a few percentages may reflect minor variances.*

## Social

Since early 2023, the AMA Marketing team has revitalized social media with stronger event coverage, curated content, and regular posting experiments to fuel ongoing learning. Guided by data and feedback, we shifted focus to LinkedIn and Instagram—where our community is most active—and saw significant growth across nearly all key metrics.

### Highlights



Overall (Facebook, Instagram, LinkedIn) impressions **up 90%**



- Overall engagements **up 67%**
- Engagement rate of **2.1%** across all platforms



Overall link clicks **up 111%**



Overall audience growth of 7%; net audience growth of 12.4%



- LinkedIn total audience growth of 8.8%; net audience growth of 9.3%—AMA surpassed 350,000 followers in June
- LinkedIn impressions up 8.9%; engagements up 97%; engagement rate up 80.9%



- Instagram total audience growth of 22.8%; net audience growth down 48.1%
- Instagram impressions up 175.3%; engagements up 11.6%

*\*Net audience growth: The number of new audience members gained minus the audience members lost.*

## Media Outreach

In FY25, AMA expanded its media outreach, issuing 45 press releases—a 32% increase over last year—that showcased member achievements and organizational impact. These efforts generated 5,500+ mentions of AMA and its chapters, reaching over 8.4 billion impressions. AMA’s journals added another 5,400+ mentions and over 17.4 billion impressions.

### Highlights

- [Marketing for Small Business Owners](#)
- [Plastic bag bans can sometimes backfire: Study](#)
- [Lead Marvels Resource: How Three Associations Are Boosting Member Engagement with Content](#)
- [Creative Ways To Energize Your Next Association Meeting](#)
- [The Magic of Marketing with Bennie F. Johnson - Field Notes | Podcast on Spotify](#)
- [Leading with Agility: Thriving Amidst Rapid Industry Shifts by The Association Insights Podcast](#)
- [AMA CEO Bennie Johnson: What He Sees for Marketers in 2025](#)
- [The skills marketers need in 2025 and beyond | MarTech](#)
- [Why Understanding AI Doesn't Necessarily Lead People to Embrace It](#)

# AMA Marketing / And Podcast

[AMA's Marketing / And podcast](#) explores the future of marketing through conversations with academics, industry leaders, and creative thinkers. Hosted by AMA CEO Bennie F. Johnson, the series highlights how marketers can drive responsible practices and strategic innovation.

**"I am inspired by the valuable insights our guests share, and I'm excited to share their perspective with marketers across the globe."**

- Bennie F. Johnson,  
AMA CEO



<b>Season 3 Guests</b>	<b>Dan Csont</b> , Chief Marketing Officer of Corpay	<b>Clemence Sop</b> , Head of Marketing Innovation at InterSystem	<b>LaFontaine E. Oliver</b> , President & CEO of New York Public Radio
	<b>Radhika Duggal</b> , Chief Marketing Officer of Major League Soccer	<b>Krenda Frushour</b> , Senior Director International at Blistex Inc.	<b>Lerzan Aksoy</b> , Ph.D., Gabelli School of Business, Fordham University
	<b>Alex Morrison</b> , Former Chief Marketing Officer of Pearpop	<b>Erin Lezvow</b> , CMO and the Growth Advisor for Batch & Box	<b>Fernando Romero</b> , SVP of Digital Ad Sales at TelevisaUnivision
	<b>Leah Chandler</b> , Former Chief Marketing Officer of Discover Puerto Rico	<b>Robert Rose</b> , Founder and Chief Strategy Officer of The Content Advisory	<b>Forest Young</b> , Executive Director of Design, FUNDAMENTAL.co
<b>Season 4 Guests</b>	<b>Richard Nunn</b> , CEO of Mileage Plus for United Airlines	<b>José Villa</b> , CEO of Sensis	<b>Paul Frampton</b> , Global President of Control vs Exposed (CvE)
	<b>Steve Dennis</b> , Author of Leaders Leap: Transforming Your Company at the Speed of Disruption	<b>Brian Rosenberg</b> , President Emeritus, Macalester College and author of the book, <i>Whatever It Is, I'm Against It: Resistance to Change in Higher Education</i>	<b>Jon Cook</b> , Global CEO of VML
	<b>Tiffany Wilburn</b> , Fractional Chief Marketing Officer at Clever Disruption		<b>Eugenia Blackstone</b> , Chief Marketing Officer for Iris Powered by Generali
<b>Season 5 Guests</b>	<b>Dov Hoffman</b> , Vice President, B2B Marketing, Weber Shandwick and AMA's 2025 Volunteer of the Year	<b>Donna Sharp</b> , Managing Director for MediaLink and current partner at United Talent Agency	<b>Jason Brown</b> , Former CEO of Pearlfisher
	<b>Kate Price and Adam Tremblay</b> of Prophet	<b>Alexis Eyre and Paul Randle</b> , AMA's 2024 Berry Book Award and authors of the book, "Sustainable Marketing: The Industry's Role in a Sustainable Future"	<b>Dr. Rajesh Bagchi</b> , the R.B. Pamplin Professor of Marketing at the Pamplin College of Business, Virginia Tech
	<b>Rebekah Pagis</b> , President of Design Bridge		
<b>Bonus</b>	<b>Marcus Collins</b> , Author of For The Culture: The Power Behind What We Buy, What We Do, and Who We Want to Be		<b>David Edelman</b> , Author of Personalized: Customer Strategy in the Age of AI
<b>Bonus LIVE</b>	<b>Jen Martindale</b> , EVP, Marketing and Communications, Chicago Cubs		<b>Kevin Babcock</b> , Head of Creative Partnerships, Google
	<b>Lena Petersen</b> , Chief Strategy Officer, Sugar23		<b>Matt Witt</b> , National Digital Experience Leader, Deloitte Digital

AMA's Marketing / And is available on [AMA.org](https://ama.org), [Apple](#), [Spotify](#), [Simplecast](#), and wherever you listen to your podcasts.

# AMA Mentorship

## AMA Collegiate Mentorship Program

The AMA Collegiate Mentorship Program connects students with experienced marketing professionals, providing guidance, resources, and support for their career paths.

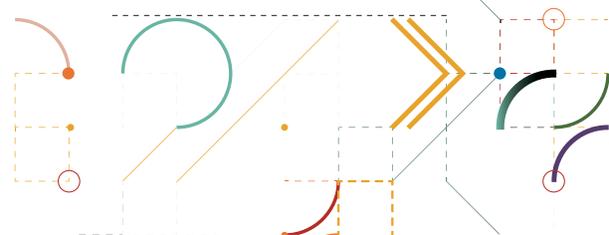
In FY25, participation expanded beyond first-generation students to include the full collegiate community, while still prioritizing first-generation students in mentor matching.

Looking ahead, the FY26 goal is 100 mentor-mentee pairings, with mentors able to support up to two students each.



**6-meeting schedule**

**Expand meetings to 60 minute sessions**



# AMA Professional Development

## Learning & Training

Marketers have the power to change minds, improve lives and impact the world for good. But, the pace of change in marketing moves fast. As the industry's go-to resource for skill development, the AMA is a community dedicated to helping marketers gain the skills and connections they need to stay ahead and advance their careers. The AMA's learning portfolio is based on custom industry research and is mapped to our Competency Model.

The AMA provides high-quality research-backed learning experiences and credentials for professionals who want to drive impact for themselves and their organizations. AMA learning leads with contemporary guidance, empathy, and recognized credibility. Learn more: [Training for Marketing](#).

**In FY25, AMA delivered over 10,400+ professional development opportunities for the marketing community.**

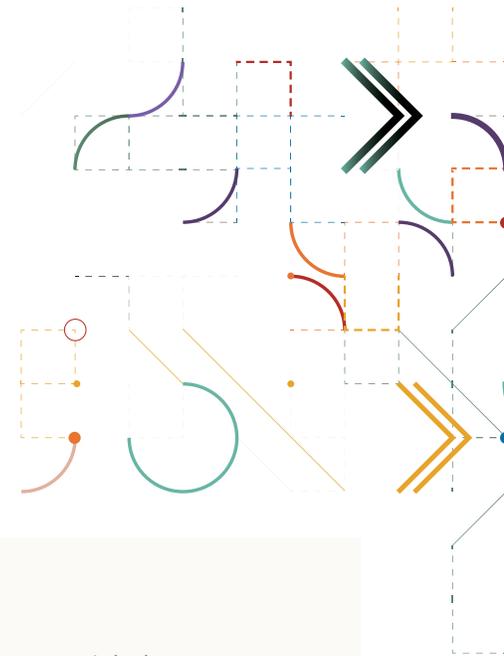


## Certifications & Certificates

Earning an AMA certificate or Professional Certified Marketer® (PCM®) credential strengthens skills, boosts career opportunities, and helps marketers stand out in today's competitive market. Learn more: [Certification and Certificates](#).

## AMA Professional Certified Marketer (PCM®)

Achieving Professional Certified Marketer® (PCM®) status signals credibility to peers and employers and demonstrates the skills to solve modern business challenges. More than 6,000 marketers currently hold AMA certifications, using them to advance their careers and continue learning.



### Highlights



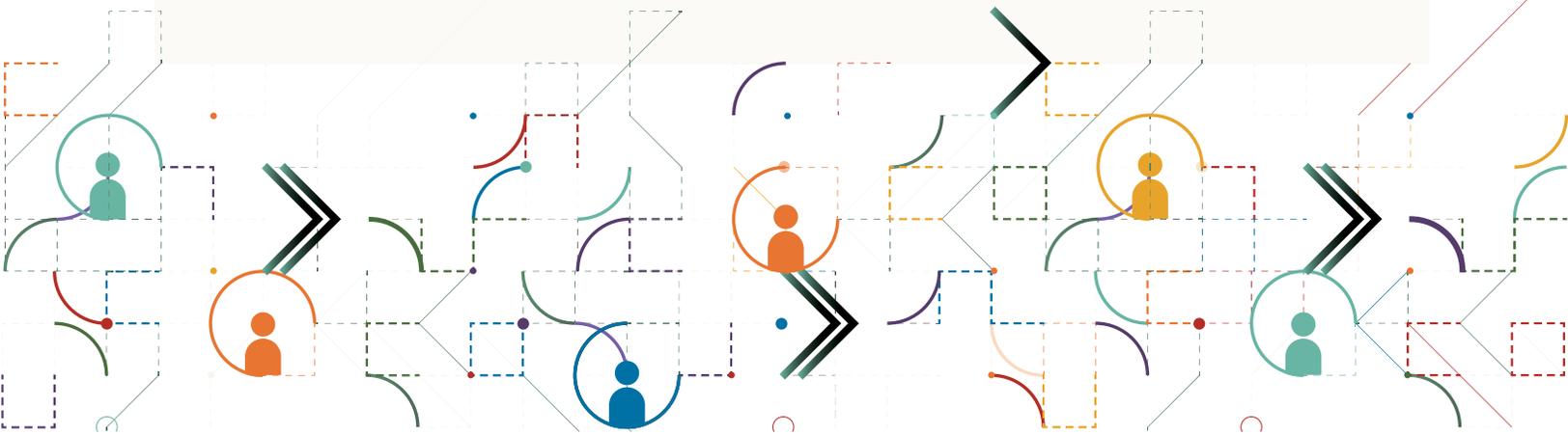
of graduates have said that our digital marketing course has had a positive impact on their career



of graduates have been promoted after completing one of our digital marketing programs



of AMA Professional Certified Marketer® graduates are working at (or have been promoted to) senior or management levels





### **Marketing Management**

The Professional Certified Marketer® (PCM®) in Marketing Management demonstrates broad expertise across strategy, research and analytics, pricing, customer insights, and product positioning.



### **Digital Marketing**

In partnership with the Digital Marketing Institute (DMI), the PCM® in Digital Marketing provides up-to-date training in GA4, social media, paid search, AI, and more. Graduates earn dual recognition from AMA and DMI.



### **Content Marketing**

Developed with the Content Marketing Institute, the PCM® in Content Marketing equips marketers to design, manage, and measure effective content strategies in today's evolving media landscape.

## Marketing Certifications for High School Seniors

In the spring of 2025, AMA partnered with Stukent to launch industry-recognized high school marketing certifications. Through this collaboration, high school students across the country now have access to AMA-certified marketing and social media marketing certifications designed to equip them with career-ready skills and real-world experience.

This initiative ensures that students gain industry-recognized credentials that enhance their college and career prospects. These certifications will be integrated into Stukent curriculum offerings, allowing high school teachers to incorporate them seamlessly into their marketing courses.

The Marketing and Social Media Marketing certification exams assess a students' marketing skills to increase their credibility, employability, and value in the job market. As a leader in marketing education and research, the AMA produces premier certifications and courses for marketing professionals. The partnership between Stukent CTE and the AMA offers hands-on, engaging educational materials that prepare students for the workforce.



The [AMA Marketing Certification](#) tests students' understanding of foundational marketing topics, including market research, strategic planning, and the marketing mix.

- Ethical marketing
- Value propositions
- Product differentiation
- Market research



The [AMA Social Media Marketing Certification](#) tests students' understanding of foundational social media topics, including paid ad campaigns, keyword research, data analysis.

- Major social platforms
- Paid ad campaigns
- Keyword research
- Data analysis

## Enterprise Solutions

This year, the AMA advanced its role as a trusted partner for organizations seeking to elevate the skills of their marketing teams. Guided by our Learning Business Ecosystem strategic pillar, we focused on building scalable, research-based professional development solutions that serve marketers across every stage of their career.

**“Our research has shown, and marketers have told us, what they need is training in gen AI. This new certificate is another way we are supporting our AMA learners and marketers around the world.”**

- Molly Soat, VP, Professional Development, AMA

### Key Initiatives Included:

#### Enterprise Training Solutions

- Expanded our tailored training programs designed for corporations, associations, and government agencies.
- Developed offerings that align with AMA's PCM® credential and Competency Model, ensuring participants gain knowledge and proof of competency.

#### Partnership with the United States Army

- Delivered a custom training program to enhance marketing, communications, and leadership capabilities for U.S. Army marketing personnel.
- Structured around AMA's professional standards, this initiative demonstrated how AMA training can translate marketing best practices into large-scale, mission organizations.

#### LinkedIn Learning Partnership

- Entered into a new partnership with LinkedIn Learning to launch the AI for Marketing Professionals Certificate.
- This collaboration connects AMA's PCM® standards with a global learning platform, creating new pathways for marketers to upskill, and achieve recognition.

#### Cross-sector Engagement

- Engaged higher education institutions, nonprofits, and Fortune 500 companies in conversations about workforce readiness, reskilling, and continuous professional development.
- Positioned AMA group training as a bridge between academic research and applied marketing practice.

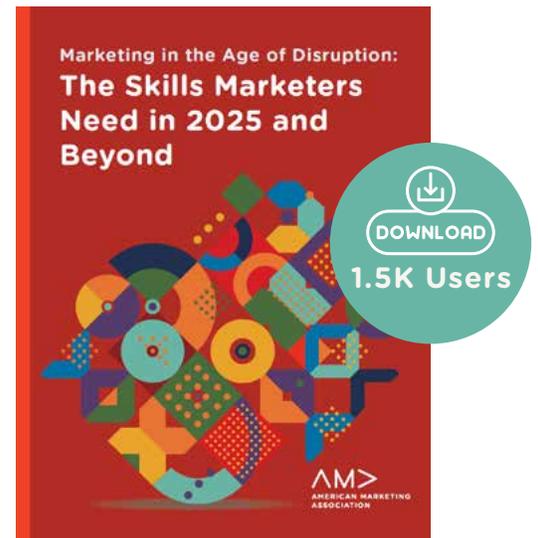
Learn more about AMA's enterprise learning solutions at [AMA Team Training](#).

# AMA Research & Innovation

In 2024, AMA launched a new Research and Innovation department to generate knowledge that strengthens the marketing profession. By early 2025, the team released a landmark report on the skills marketers need to advance their careers, along with insights on AI adoption across the field. This positions AMA as a trusted source for research that shapes the future of marketing.

## Skills-research Report

This new research highlights skills marketers need to succeed in a changing job market. The report identifies the key capabilities marketers must develop for an evolving industry. The AMA conducted the research to better understand the trends and skills necessary to evolve with the marketing industry. It expanded to include topics and technologies marketers need to stay ahead, including Generative Artificial Intelligence and data privacy. This research aims to identify key abilities to support marketers in their roles beyond, and points to the power of a well-rounded marketer as the industry expands.



### Key Findings

- In this age of automation, marketers who want to stay competitive should not lose sight of the importance of “human” skills—especially communication, innovation and adaptability.
- When it comes to job-specific skills, the largest current competency gaps are in digital marketing, data and analytics, proving ROI and data privacy and compliance. These are areas where marketers are not fully equipped to meet the demands of their roles today.
- Marketers report a high level of uncertainty about how skills related to technology and channels will change over the coming years. This volatility is most apparent in AI, data privacy, search, and social media.
- Gen AI is the top rated future skill, with 43% of survey respondents predicting it will become more important in five years.
- Data privacy is quickly rising in importance as a skill for marketers, driven by a wave of comprehensive state-based regulations and mounting consumer pressure.

## AMA Marketing Competency Model

The AMA is the home of impactful learning for marketers on the move. Our data-backed approach to building the training and certification marketers need to advance their careers makes AMA unique.

Recognizing that marketing is constantly evolving, the AMA regularly updates its framework to reflect the changing needs of the profession. Our skills research offered new insights into the capabilities marketers need to stay competitive today and in the future. Guided by these findings, along with input from industry experts and the AMA Learning Panel, we expanded our framework in 2025 into a more comprehensive Competency Model.

The newly updated and expanded 2025 Competency Model consists of six primary domains, which, together, represent a full life-cycle of marketing activities. They are not completely independent of each other, as some skills will overlap between domains. The domains are: marketing ethics, essential capabilities, strategy and planning, content and branding, channels and technology, and data and analytics.



We focused on:

- Centering [marketing ethics](#)
- Introducing Essential Capabilities, a new domain focused on interpersonal and cognitive skills
- Evolving 'Customer Experience' to 'Channels and Technology'

The Competency Model guides how the AMA approaches creating training, certification, and resources to help marketers make an impact and advance their careers.

Learn more about the [AMA Marketing Competency Model](#).

## AI Revolution Driven by Executive Leaders

### New report highlights adoption patterns, challenges, and opportunities across the marketing profession

A report released in December 2024 by Lightricks, in partnership with the AMA, revealed that executives are driving AI adoption in their organizations. The results of this research were revealing: AI adoption in marketing has surged to 90% and the transformation is distinctly driven from the top down. Unlike previous technological transformations in marketing, where adoption typically originated at the entry level and permeated upward, AI integration today is being led by executive leadership.

**“AI is a tool that can help shape strategy and operations and we know it can have the ability to transform our work and industry. I’m glad we’re having meaningful conversations about adoption and asking questions about ethical concerns.”**

**- Bennie F. Johnson,  
AMA CEO**

#### Adoption Findings

77%

of executives are using AI weekly or more, compared to 53% of entry-level staff, indicating that AI is reshaping not only operations but strategic leadership in marketing.

48%

according to another recent survey by the AMA, 48% of marketing leaders say generative AI is very or extremely important to their current roles, compared to only 34% of individual contributors. This difference suggests that AI isn't just another digital tool—it's becoming a core component of high-level decision making.

## Confidence Gap Findings

Contrary to expectations, executive-level marketers display a higher confidence in AI's creative potential than entry-level team members:



**Executive-level:** 55% are very confident in AI's ability to improve creative outputs; only 7% lack confidence.



**Entry-level:** 33% are very confident, 48% somewhat confident, and 19% not confident.

While entry-level staff are often seen as digital natives, the data suggests that business experience and strategic perspective play a larger role in driving AI confidence and adoption.

## Training Findings

Executives are receiving training through multiple channels:



received company-provided training



pursued formal training outside the company



supplemented with self-directed learning

Entry-level marketers show a different pattern:



rely on self-directed learning



received company-provided training



want training but haven't received it

Perhaps most concerning is that more than a quarter (27%) of entry-level marketers want training but haven't received it, compared to just 13% of executives. This unmet demand for training among entry-level staff represents a missed opportunity for organizations to build stronger AI capabilities from the ground up.

## Ethical Concerns Findings

Entry-level concerns focus on ethics:



express concerns about the quality or accuracy of AI-generated content



worry about ethical issues such as bias and copyright infringement

Executive-level staff concerns regard business implications.



express concerns about whether AI-generated work will be acceptable to their company and clients



worry that generative AI might diminish human creativity

For more information and to download the full report visit—[Leading from the Top: How Marketing Execs are Driving AI Adoption](#). Additional findings from the study on how marketers are using AI were published in an article on the AMA website—[Generative AI Takes Off with Marketers](#).

# AMA Conferences & Events

## In-person Conferences

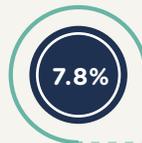
### AMA Winter Academic Conference

More than 900 attendees gathered in Phoenix, AZ to share research, explore the future of marketing, and celebrate academic award winners. Live coverage extended the excitement to both on-site participants and the broader online community.

#### Social Media Highlights



Impressions



Engagement rate  
*(7% increase)*

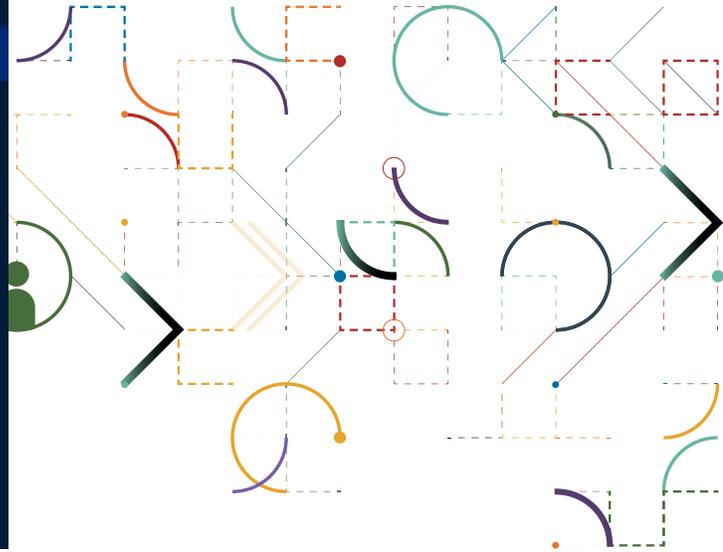


Engagements  
*(4.8% growth)*



Post link clicks





## Honorees

AMA-Irwin-McGraw-Hill Distinguished Marketing Educator Award | **John G. Lynch Jr.** (*Distinguished Professor, University of Colorado*)

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William L. Wilkie Marketing for a Better World Award | **David W. Stewart** (*Emeritus President's Professor of Marketing, Loyola Marymount University*)

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Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor | **Anna Tuchman** (*Professor of Marketing, Northwestern University*)

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The AMA Foundation Robert Lusch Early Career Research Award | **Julian R.K. Wichmann** (*Assistant Professor of Marketing, Tilburg University School of Economics and Management*)

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John A. Howard/AMA Doctoral Dissertation Award | **Maayan Malter** (*Senior Lecturer in Marketing, Hebrew University Business School*)

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V. Kumar Doctoral Student Mentorship Award | **V. "Seenu" Srinivasan** (*Adams Distinguished Professor of Management, Emeritus, Stanford University*)

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Leonard L. Berry Marketing Book Award | **Paul Randle and Alexis Eyre** for "Sustainable Marketing: The Industry's Role in a Sustainable Future"

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AMA Fellows | **Sundar G. Bharadwaj** (University of Georgia), **Rajesh K. Chandy** (London Business School), **Rajdeep Grewal** (University of North Carolina at Chapel Hill), **Kevin Lane Keller** (Dartmouth College), and **Rebecca J. Slotegraaf** (Indiana University)

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## AMA International Collegiate Conference

Nearly 1,650 students attended International Collegiate Conference (ICC) in New Orleans, a 10% increase over last year. The event opened with a parade of AMA collegiate chapters, the world's largest marketing pep rally, and brought together students from 150+ chapters to sharpen professional skills and expand their networks. Hundreds also competed in events such as Sales, Perfect Pitch, Marketing Strategy, Marketplace Simulation, and the Chapter T-Shirt competition.

**“It was a great way to network and meet new people. I also enjoyed getting the opportunity to learn how to improve and grow my AMA collegiate chapter.”**

- Student Attendee



### Award Highlights

Celebration of honorees at the award event:



**Leslie Kendrick**, AMA Collegiate Faculty Advisor at Johns Hopkins University, was honored with the AMA Lifetime Achievement Award for her longstanding contributions to the collegiate community.



**Dr. John (Jack) Schibrowsky, Ph.D.**, AMA Collegiate Faculty Advisor at the University of Nevada, Las Vegas, received the Hugh G. Wales Faculty Advisor of the Year Award in recognition of his exceptional mentorship and leadership.



**Karla Amaro**, a student at Texas State University, was named the 2025 Student Marketer of the Year, celebrating her excellence in marketing leadership and impact on campus.



## AMA Executive Marketer Summit

In May 2025, the AMA hosted its inaugural Executive Marketer Summit in Chicago—an exclusive, application-based event that convened over 70 senior marketing leaders from across industries and business models. With nearly 1,000 marketing professionals expressing interest in attending, the demand underscored a clear appetite for peer-to-peer connection and candid conversation at the highest level. The Summit’s programming tackled how disruption—across technology, markets, talent, and influence—can be a catalyst for innovation and business growth. Attendees included leaders from Harvard Business School, McDonald’s, Hasbro, e.l.f. Beauty, Chicago Fire FC, and NASCAR, among others.

## AMA Summer Academic Conference

Nearly 600 attendees gathered in Boston to share research, explore the future of marketing, and celebrate academic award winners. Live coverage extended the energy from the event to the broader AMA community.



### Award Highlights

AMA's live social media coverage generated:

- 217K impressions
- 16K engagements
- 12K clicks.



#### 2024 AMA-EBSCO-RRBM Award for Responsible Research in Marketing

Madhubalan Viswanathan, Nita Umashankar, Arun Sreekumar, and Ashley Goreczny, "[Marketplace Literacy as a Pathway to a Better World: Evidence from Field Experiments in Low-Access Subsistence Marketplaces](#)" | *Journal of Marketing* (January 2021)



#### Winners

Wendy De La Rosa, Abigail B. Sussman, Eric Giannella, and Maximilian Hell, "[Communicating Amounts in Terms of Commonly Used Budgeting Periods Increases Intentions to Claim Government Benefits](#)" | *Proceedings of the National Academy of Sciences* (September 2022)

## Award Highlights



### Winners

Claudia Gonzalez-Arcos, Alison M. Joubert, Daiane Scaraboto, Rodrigo Guesalaga, and Jörgen Sandberg, "[‘How Do I Carry All This Now?’ Understanding Consumer Resistance to Sustainability Interventions](#)" | *Journal of Marketing* (May 2021)

Kristopher O. Keller and Jonne Y. Guyt, "[‘A War on Sugar? Effects of Reduced Sugar Content and Package Size in the Soda Category’](#)" | *Journal of Marketing* (September 2023)

Jenny Olson, Scott Rick, Deborah Small, and Eli Finkel, "[‘Common Cents: Bank Account Structure and Couples’ Relationship Dynamics’](#)" | *Journal of Consumer Research* (December 2023)

Nathaniel Posner, Andrey Simonov, Kellen Mrkva, and Eric J. Johnson, "[‘Dark Defaults: How Choice Architecture Steers Political Campaign Donations’](#)" | *Proceedings of the National Academy of Sciences* (October 2023)

Nicole Robitaille, Nina Mazar, Claire I. Tsai, Avery M. Haviv, and Elizabeth Hardy, "[‘Increasing Organ Donor Registrations with Behavioral Interventions: A Field Experiment’](#)" | *Journal of Marketing* (May 2021)



### 2024 Charles Coolidge Parlin Marketing Research Award

Monica Wood, VP of Global Consumer & Member Insights at Herbalife, and Venkatesh Shankar, Harold M. Brierley Endowed Professor of Marketing, Southern Methodist University



## AMA Symposium for the Marketing of Higher Education

Held in Las Vegas, the Symposium drew 1,790 attendees from 484 institutions across 49 states and 14 countries, making this the largest and most successful gathering in its 35-year history. As the premier event for higher ed marketing, the conference focused on strategy, branding, reputation, enrollment, and financial sustainability, with speakers highlighting the sector's rapidly evolving landscape.

### Program Highlights



#### Total sessions

- 52 presentations
- 8 fireside chats
- 32 idea exchange
- 5 keynotes
- 7 workshop



#### Speakers



#### Sponsor Highlights:

- 309 individuals onsite
- 85 unique companies
- 86 booths



## Award Highlights



### **The AMA Foundation Higher Education Marketer of the Year Award** *Sponsored by Yes& Lipman Hearne*

**Individual Winner: Grant J. Heston, Virginia Commonwealth University**

#### **Finalists:**

- Lauren Griswold, Boise State University
- Tony Proudfoot, Western Michigan University



### **The AMA Foundation Higher Education Marketer of the Year Award** *Sponsored by Yes& Lipman Hearne*

**Team Winner: The United States Military Academy at West Point**

#### **Finalists:**

- Point Loma Nazarene University
- EdPlus at Arizona State University



### **The AMA Emerging Marketer in Higher Education Award Winner** **Winner: Devin Purgason, Forsyth Technical Community College**

#### **Finalists:**

- Allyson Schatzer, Ohio University
- Katelyn Mills-Erickson, University of Iowa

## AMA Marketing and Public Policy Conference

The AMA Marketing and Public Policy Conference brought together over 200 academics, policymakers, and government relations professionals in Washington, DC to discuss and share the latest advancements in public policy theory and practice. This event has seen a 37% increase in submissions YOY. This year, the theme of, “Building Resilience by Building Bridges: Business, Marketing, and Policy for Societal Well-Being.” The conference is an opportunity for professionals from government, industry, and academia to examine the intersection of marketing and public policy.



## AMA-Sheth Doctoral Consortium

The AMA-Sheth Foundation Doctoral Consortium is the premier global gathering for doctoral students in marketing. Since 1966, it has brought together top PhD candidates and leading faculty to explore diverse research topics, methods, and theories—helping students expand their perspectives and prepare for their first faculty roles.

In 2025, The Ohio State University hosted the Consortium, welcoming 230 attendees with a 1:1 student-to-faculty ratio. Programming included research and teaching workshops, professional development, and special sessions such as a review-writing workshop led by incoming AMA Board members Hari Sridhar and Karen Winterich. Student fellows praised the event as a transformative experience in their academic careers.

## Virtual Conferences and On-Demand Trainings

The AMA provides a broad range of opportunities to collaborate, network, learn, and grow professionally. Below are some of the bootcamps and training offered for the community in FY25; a full list of events can be found at [AMA.org](https://www.ama.org).

### Highlights

#### Virtual Conferences

- Marketing in Higher Education Conference
- Building Your Brand
- Content Marketing
- Virtual Collegiate Summit
- Virtual Conference: Digital Marketing
- Social Media and Influencer Marketing
- Artificial Intelligence

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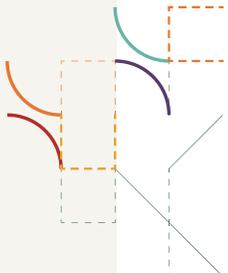
#### Bootcamps

- First-Time Manager Bootcamp: Management and Leadership Essentials
- Google Analytics Bootcamp
- AMA Social Media Bootcamp
- Elevate Your Video Content: From Concept to Creation
- Brand Management Bootcamp



## Highlights

### Trainings and Webinars

- Digital Marketing Bootcamp
  - Creating Brand Conversations that Convert
  - How to Write a Powerful Creative Brief
  - From Numbers to Narrative (Data Storytelling and Visualization)
  - Build Your Brand with Smarter Video and Why You Can Always Afford It
  - Content Chaos: Staying Relevant in a Crowded Landscape
  - Bring the Noise: Modernizing Discussion-Based Learning
  - The Future of C(TV) is Now
  - Mastering Product Positioning and Messaging
  - Customer-Centric Marketing
  - Mastering ABM Metrics for Maximum Impact
  - 2024 Digital Engagement Benchmarks
  - Direct Marketing: What's Old is New
  - Beyond ChatGPT: Elevating Marketing with AI-Generated Graphics, Audio, and Video
  - AI Made Easy: Practical Tools for Marketing Transformation
  - This is How You Win: Develop Strengths, Remedy Weaknesses
  - From Data to Dollars: Strategic Insights to Maximize ROI
  - Creating Compelling Sales Enablement Content
  - Meta Social Media Advertising
  - Core Components of Branding
  - Smarter TV, Smarter Data: The Future of University Marketing
  - The AI Advantage: Shaping the Future of Marketing Project Management
  - Need New Students? Supercharge Your Enrollment #s by Properly Attributing Your Leads to Marketing Channels
  - Beyond Breakthrough: Building Messages that Resonate
  - 9 Ways to Increase Response Using Behavioral Science
  - Reimagining the Creative Process for Marketing
  - Maximising RIO with Strategic Budget Management
- 

## Members-Only Webinars

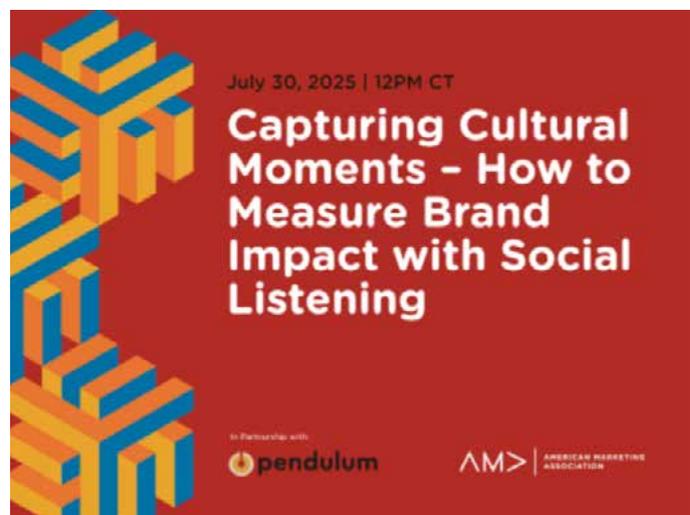
AMA's monthly webinars connect members with experts from industry and academia for meaningful conversations on marketing.

Since launching in FY24 with 300 registrants, the series now averages 585 registrants and a 29% attendance rate in FY25.

Topics include AI, ethics, personalization, data privacy, sales, lead generation, and public policy. Interest in AI has more than doubled: the first session drew 304 registrants and 104 attendees, while the 2025 follow-up attracted 672 registrants and 290 attendees.

### Highlights

- 909 registrations for the June 2025 Lead Generation webinar (highest registration).
- 290 attendees for the February 2025 AI webinar (highest attendance).
- 6,436 total registrants, 1,846 total attendees, and 75 on-demand views across all members-only webinars.
- Lead Generation and AI were the most-watched topics on demand.



# AMA Journals & Publications

The AMA is built on a foundation of credible, peer-reviewed scholarly research. The *Journal of Marketing*, AMA's flagship journal, was founded in 1936, the year before the AMA officially came into being. The AMA Academic Community nurtures new ideas, fosters collaborative relationships, and advances the field of marketing by engaging scholars from across the world. AMA Academic Journals publish the latest peer-reviewed research aimed at advancing our industry and equipping business professionals with the insight needed to make better managerial decisions.

The AMA publishes five highly ranked academic journals: *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Interactive Marketing*, *Journal of Public Policy & Marketing*, and *Journal of International Marketing*. *Journal of Marketing* ranks 11th out of 316 business journals in terms of five-year Impact Factor (17.9).

In FY25, we published 41 *Journal of Marketing* and *Journal of Marketing Research* Scholarly Insights, 20 Research Insights, and five Impact at *Journal of Marketing Research* pieces, resulting in over 107K views, not including press releases and other academic content. Journal articles in FY25 have reached over 4.3 million readers.

The My Journal Reader newsletter saw 546,716 total opens and 603,648 clicks across 25 sends in FY25.

The journals' social media channels enjoyed explosive growth this year! Promoting research, award winners, journal updates, and event-related information through these channels continues to help our journal research reach a wider audience. Journals channels saw well over 100,000 engagements, over 71,000 post link clicks (3.5% higher than FY24), an overall engagement rate per impression of 6% (23.1% higher than FY24), and our overall audience grew by over 15,000.

Impact factor: 10.4

# JOURNAL of Marketing

**Editor in Chief:** Shrihari (Hari) Sridhar

**Coeditors:** Cait Lamberton, Detelina Marinova, and Vanitha Swaminathan

*AMA Journal of Marketing* develops and disseminates knowledge about real-world marketing questions useful to scholars, educators, managers, policy makers, consumers, and other societal stakeholders around the world. It is the premier outlet for substantive marketing scholarship. Since its founding in 1936, *Journal of Marketing* has played a significant role in shaping the content and boundaries of the marketing discipline. Learn more: [Journal of Marketing](#).

**Journal of Marketing**  
43,876 followers  
4mo · 🌐

Are you investigating important real-world #marketing phenomena that existing theories can't quite explain?

If so, [Marc Fischer](#), [Kelly Haws](#), [Jan-Benedict Steenkamp](#), and [Harald Van Heerde](#) invite you to submit your most innovative, real-world data-inspired research for *Journal of Marketing*'s forthcoming Special Issue on Empirics First.

Empirics-first (EF) research starts with #data, not with #theory. It is inspired by emergent phenomena, contradictory observations, or new data sources that open novel questions. Rather than starting with hypotheses, EF research explores, discovers, and abstracts—producing insights that are stakeholder-relevant and theoretically generative but without being theory-bound.

The special issue seeks rigorous, phenomenon-driven research that:

- Illuminates new marketing practices, policies, or consumer behaviors
- Engages with underexplored domains, data, or geographies
- Surfaces empirical regularities or generates actionable stakeholder insights

Whether your work focuses on #genai, regulatory shifts, trade tariffs, marketing in non-Western contexts, or unstructured data, if it uncovers something new and important, we want to read it.

Theory testing is not required (it is empirics-first after all), but relevance, rigor, and transparency are.

Submission Deadline: February 1, 2026

👉 Read the full Call for Papers here: [https://lnkd.in/d/D\\_Jd-cc](https://lnkd.in/d/D_Jd-cc)

#MarketingResearch #CallforPapers #CFP Marketing Scholars: Call for Papers, Research News and more

**Journal of Marketing**  
43,876 followers  
1yr · 🌐

The newly released Journal Citation Reports reveal the top cited Journal of Marketing articles from 2021–2022. Congratulations to the following author teams 🏆🏆🏆

1. "Consumers and Artificial Intelligence: An Experiential Perspective," by [Stefano Puntoni](#), [Rebecca Walker Reczek](#), [Markus Giesler](#), and [Simona Botti](#) (available here: <https://lnkd.in/g/NNWcFb>)
2. "Blame the Bot: Anthropomorphism and Anger in Customer-Chatbot Interactions," by [Cammy Crolic](#), [Felipe Thomaz](#), [Rhonda Hadi](#), and [Andrew Stephe](#) (available here: <https://lnkd.in/g/ZQVg2x>)
3. "Artificial Intelligence in Utilitarian vs. Hedonic Contexts: The "Word-of-Machine" Effect," by [Chiara Longoni](#) and [Luca Cian](#) (available here: <https://lnkd.in/g/y38Yc2r>)
4. "An Emerging Theory of Avatar Marketing," by [Fred Miao](#), [Irina Kozlenkova](#), [Wang Haizhong](#), [Tao Xie](#), and [Robert Palmatier](#) (available here: <https://lnkd.in/g/tum3tRE>)
5. "Attribute Embedding: Learning Hierarchical Representations of Product Attributes from Consumer Reviews," by [Shane Wang](#), [Jiaxiu He](#), [David J. Curry](#), and [Joseph Ryoo](#) (available here: <https://lnkd.in/g/qdm98X2>)

#marketing #marketingresearch #MarketingAcad #marketingscholarship #academicjournals #academia #researchimpact

JOURNAL of  
**Marketing**

918

Original Submissions

64

Accepts



Downloads:  
2,236,469

Impact factor:5.0; Scimago journal ranking: 6.321

# JOURNAL of MARKETING RESEARCH

**Editor in Chief:** Rebecca Hamilton

**Coeditors:** Brett R. Gordon, Raghuram Iyengar, Kapil Tuli, and Karen Page Winterich

*AMA Journal of Marketing Research* delves into the latest thinking in marketing research concepts, methods, and applications from a broad range of scholars. It is included in both the Financial Times top 50 business journals and the University of Texas at Dallas research rankings journal list. Learn more: [Journal of Marketing Research](#).

**Journal of Marketing Research**  
29,092 followers  
Bmo · 🌐

In this in-depth guide, marketing professors [Kathy Li](#), [Lan Luo](#), and [Adithya Pattabhi](#) dive into the methodological toolkit available to empirical researchers interested in making causal inference using quasi-experimental data.

📄 Drawing on decades of academic research, they cover:

- The difference-in-differences (DID) method
- Synthetic control and related methods
- Selection on observables (and consequently, on unobservables)

#research #data #experimentaldata #marketingresearch #causalinference #marketing #experiments #researchmodels

IMPACT at JMR: Causal Inference with Quasi-Experimental Data  
ama.org

**Journal of Marketing Research**  
29,092 followers  
Bmo · 🌐

Technological advances have created new opportunities for marketers to create and capture value; for consumers to engage with products, services, organizations and each other; and for marketing researchers to combine data across modalities and touchpoints.

This Journal of Marketing Research Special Issue seeks papers testing new and improved methods for the future of marketing. These methods may collect insights from new sources, analyze new or existing data in new ways, combine data from multiple sources or multiple media, or improve on existing methods by analyzing data more accurately or efficiently.

See the full Call for Papers for more information and a list of potential research ideas: <https://lnkd.in/gUU4ry6J>

📅 Submission Deadline: September 1, 2025

Special Issue Editors: [Rebecca Hamilton](#), [Brett Gordon](#), [Raghu Iyengar](#), [Kapil Tuli](#), and [Karen Winterich](#)



**Original  
Submissions**



**Accepts**



**Downloads:  
1,288,022**



**Special Issues:  
Mitigation in Marketing  
(August 2024)**

Impact factor: 4.7

# JOURNAL of Public Policy & Marketing

**Editor in Chief:** Jeremy Kees and Beth Vallen

*AMA Journal of Public Policy & Marketing* is a forum for understanding the nexus of marketing and public policy, with each issue featuring a wide-range of topics, including, but not limited to, ecology, ethics and social responsibility, nutrition and health, regulation and deregulation, security and privacy. Learn more: [Journal of Public Policy & Marketing](#).

247

**Original Submissions**

28

**Accepts**

Downloads:  
291,401

★

**Special Issues:**  
TCR Impact (July 2024);  
Marketing to End War,  
Create Peace, and Enhance  
Sustainable Well-Being  
(January 2025)

**Journal of Public Policy & Marketing**  
5,006 followers  
7mo · 🌐

The spread of **#misinformation** continues to pose significant risks. This Journal of Public Policy & Marketing special issue will highlight cutting-edge research on interventions and mechanisms to combat mis- and disinformation 📌

To spur creative ideas, as well as reduce the incentive to try small, incremental ideas that are likely to be statistically significant but may not be practically meaningful, the journal is soliciting registered reports.

Registered Reports is a publishing format that emphasizes the importance of the research question and the quality of methodology by conducting peer review prior to data collection. High quality protocols are then provisionally accepted for publication if the authors follow through with the registered methodology.

This call for papers asks authors to submit a registered report that proposes new empirical work designed to initiate, develop, and test potential solutions to mitigating the generation and propagation of mis- and disinformation in an ecologically valid way. The goal is to encourage the testing of theory-driven ideas that are feasible and scalable.

Learn more by reading the full #callforpapers here: <https://lnkd.in/ggeNQpHB>

📅 Special issue editors Gita Johar and Leonard Lee will be holding a free webinar on Friday, January 24, 2025, from 9–10 am U.S. Eastern Time to discuss the issue and answer any questions you might have. Sign up to attend here: <https://lnkd.in/g--DAIac>

#academia #CFP #marketingresearch Beth Vallen Jeremy Kees Marketing Scholars: Call for Papers, Research News and more

**JOURNAL of  
Public Policy  
& Marketing**

**Call for Papers:  
Mitigating Misinformation**

Impact factor: 4.2

# JOURNAL of International Marketing

**Editor in Chief:** Aysegül Özsoymer

*AMA Journal of International Marketing* is dedicated to advancing international marketing practice, research, and theory. Aimed at both international marketing/business scholars and practitioners at senior- and mid-level international marketing positions, the journal's prime objective is to bridge the gap between theory and practice in international marketing. Learn more: [Journal of International Marketing](#).



**918**  
Original  
Submissions



**64**  
Accepts



**Downloads:**  
2,236,469



**Special Issues: Brands and Branding in an International Context (September 2024)**

Impact factor: 7.8

# JOURNAL of INTERACTIVE MARKETING

**Editor in Chief:** Peeter Verlegh

**Coeditor:** Beth Fossen

*AMA Journal of Interactive Marketing* aims to identify issues and frame ideas associated with the rapidly expanding field of interactive marketing, which includes both online and offline topics related to the analysis, targeting, and service of individual customers. We strive to publish leading-edge, high-quality, and original research that presents results, methodologies, theories, concepts, models, and applications on any aspect of interactive marketing. Learn more: [Journal of Interactive Marketing](#).



**711**  
Original  
Submissions



**22**  
Accepts



**Downloads:**  
284,494



The AMA's Marketing News is a quarterly digital publication that presents practitioner-friendly overviews of the latest AMA journal research. AMA members have access to Marketing News, and it is archived in the EBSCO database.

**DOES AUTOMATED LEAD NURTURING REALLY WORK?**

**A NEW STUDY CHALLENGES THE HYPE**

**Does Automated Lead Nurturing Really work?**

A new study challenges the hype

[READ MORE](#)

The image is a promotional card for an article. It features a dark blue background. On the left, there is a graphic of a blue funnel with two green arrows pointing up and down from its center. Text is placed above and below the funnel. To the right of the graphic, the article title is displayed in white, followed by a subtitle and a red 'READ MORE' button.

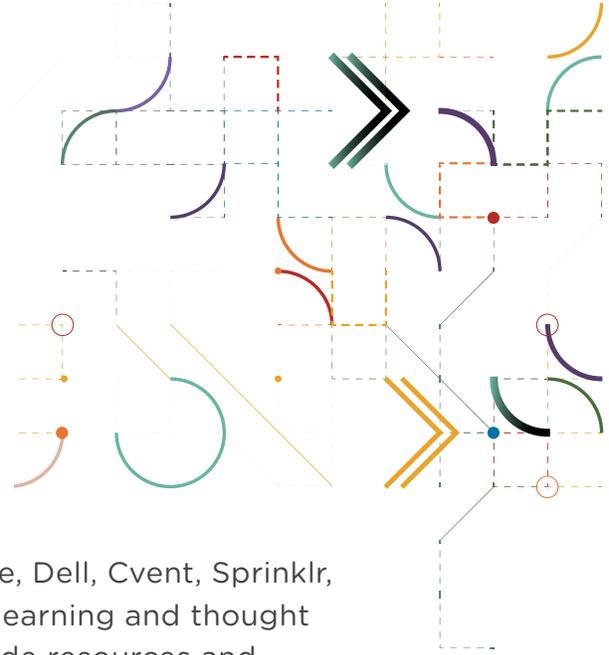
**Can You Trust Your Ad Data?**

A new study exposes a hidden flaw in A-B testing on digital ad platforms

[READ MORE](#)

The image is a promotional card for an article. It features a dark blue background. On the left, there is a graphic of two smartphones, one labeled 'A' and one labeled 'B', with various icons around them. To the right of the graphic, the article title is displayed in white, followed by a subtitle and a red 'READ MORE' button.

# AMA Partnerships & Sponsorships



The AMA partners with companies like Google, Salesforce, Dell, Cvent, Sprinklr, Deloitte, MNTN, and US News and World Report around learning and thought leadership throughout the year. These partnerships provide resources and content for members in the form of guides and toolkits, help to broaden the AMA audience, and allow us to create greater impact for the marketing profession.

## Highlights

- Adobe collaborated with International Collegiate Conference (ICC) attendees to explore how to redesign and relaunch Adobe Express.
- Deloitte led sessions at ICC on leadership, creativity, personalization, and business transformation.
- Sprinklr hosted AMA's largest learning event of the year—a four-part Social Media & AI bootcamp with 1,427 participants.
- Virtual conferences drew ~1,500 unique live attendees per event, up 17% YoY (year-over-year).
- AMA webinars reached 1.55M+ all time registrants.
- Sponsorship revenue hit a record \$1.46M for live events, up 36% from the previous high.
- 196 unique clients joined AMA in FY25, including 91 first-time partners.

## Sponsored Guides and Toolkits

[Guides and eBooks](#) are affordable, accessible tools that help marketers reach current audiences and attract new ones online. Faster to produce than traditional print pieces and optimized for mobile, they offer practical insights on key marketing topics.

Here, you'll find a collection of AMA sponsored articles and research insights focused on Guides & eBooks.



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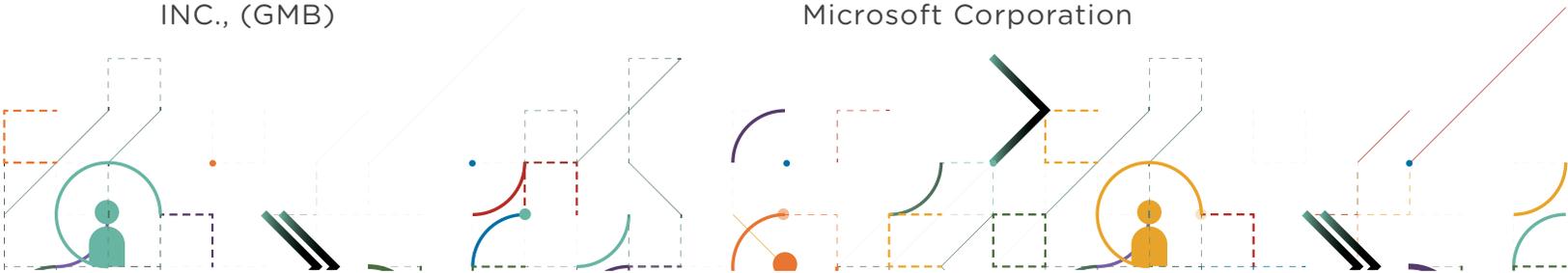
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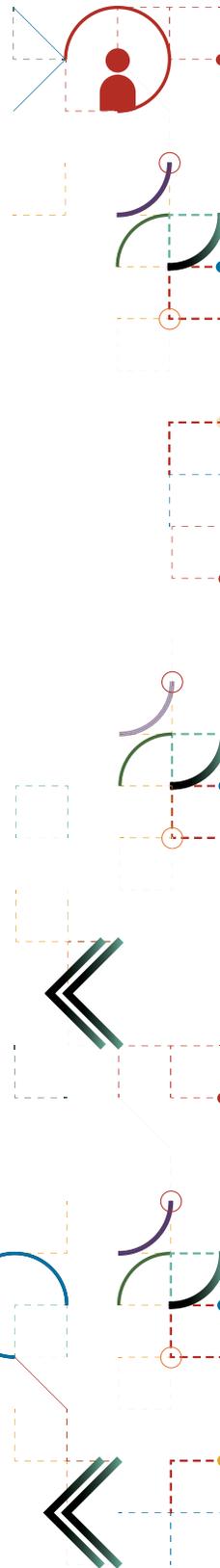
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# AMA Job Board

At the AMA, we support a community of over 445,000 people who work, research, and study in the field of marketing across the globe. Our purpose is to build a community of practitioners, academics, and students committed to cutting through the noise and untangling the mess of marketing advice. They rely on us for knowledge, training, and tools to enhance their careers and make meaningful connections within the industry.

The AMA Job Board is another resource, connecting marketers with new opportunities and employers with top talent.

 <b>AMA Open Positions</b> <a href="#">EXPLORE JOBS</a>	 <b>Marketing Job Board</b> <a href="#">EXPLORE JOBS</a>	 <b>Academic Job Board</b> <a href="#">EXPLORE JOBS</a>
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## Highlights

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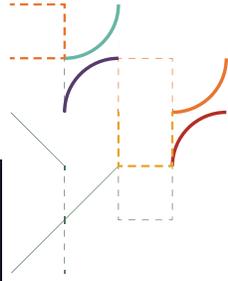
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Job Seeker  
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# AMA Foundation



As the philanthropic arm of the AMA, the AMA Foundation strengthens and elevates the marketing profession by advancing knowledge, building a global community of marketing leaders, and supporting marketing initiatives that drive innovation and societal impact. The AMA Foundation was established by the action of the AMA Board of Directors in June 1992. The AMA Foundation was established for future restricted contributions as well as to encourage marketers to contribute their time, talents, experience, and other resources to foster the use of good marketing practices to benefit the larger society in addition to the organizations for which they are working, or had worked.

## AMA Foundation Advisors

The AMA Foundation Board of Advisors has equal representation from the academic and practitioner fields and strives to serve the unique philanthropic goals of both organizations.

### Members of the AMA Foundation Board of Advisors:

#### Michael Ahearne

Professor of Marketing and C.T. Bauer Chair in Marketing at University of Houston

#### Shanita Akintonde

President of ShanitaSpeaks, LLC

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#### William Cron

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#### Robert Leone

J. Vaughn and Evelyne H. Wilson Chair in Marketing at Texas Christian University

#### Rebeca Perren

Associate Professor of Marketing at California State University San Marcos

#### Linda L. Price

Professor of Marketing and Dick and Maggie Scarlett Chair of Business Administration at University of Wyoming

#### Aric Rindfleisch

John M. Jones Professor of Marketing and Executive Director of the Illinois MakerLab at University of Illinois

#### Kimberly A. Whitler

Frank M. Sands Sr. Associate Professor of Business at University of Virginia's Darden School of Business



## Donations to the AMA Foundation

We are incredibly grateful for the support of the marketing community. Donor support enables the AMA to foster a more diverse, vibrant marketing community. Through their contributions, we have been able to showcase the power of marketing research to address critical challenges and drive positive societal change. They are a vital part of the industry's transformation.

[Gifts to the Foundation](#) help connect industry and academia, empower future generations, ensure marketing impacts public good, and celebrate influential and transformative marketers and their work. The AMA Foundation encourages the community to come together to raise awareness and support for the AMA programs. The AMA Foundation currently supports over 40 awards, scholarships, and programs to elevate outstanding marketers, celebrate innovative work, and inspire diversity in the community. There are many ways to support the AMA Foundation.

[Learn more about how to give.](#)

# Thank you to our FY25 Donors

Eileen Acello  
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## Diversity Leadership Institute

The AMA Diversity Leadership Institute (DLI) is a transformative program designed to empower cohorts of undergraduate marketing students from a diverse cross section of underrepresented identities who are passionate about advancing inclusive marketing practices. Over an immersive four-day retreat, participants collaborate with their peers, faculty members, and industry leaders to address real-world marketing challenges, reflect on the intersection of identity and leadership, and develop skills that will shape their future contributions to marketing.



## Participants

**Emily Morales**, The University of Wisconsin Whitewater

**Farrell Zulkarnain**, Montana State University

**Prisca Paul**, Florida Atlantic University

**Francesca Lopez**, SUNY New Paltz

**Naliyah Edwards**, University of San Diego

**Jayden Cooper**, University of South Alabama

**Aaliyah Brown**, University of Illinois Urbana - Champaign

**Allison Fong**, California State University, Long Beach

**Tony Rivas**, University of Houston - Downtown

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**Khaliah Wesley**, University of Illinois Urbana-Champaign

**Raeleen Solis**, University of Texas Rio Grande Valley

**Jonael Rivera Cruz**, University of Puerto Rico - Rio Piedras

**Annitha Krishnan**, San Diego State University

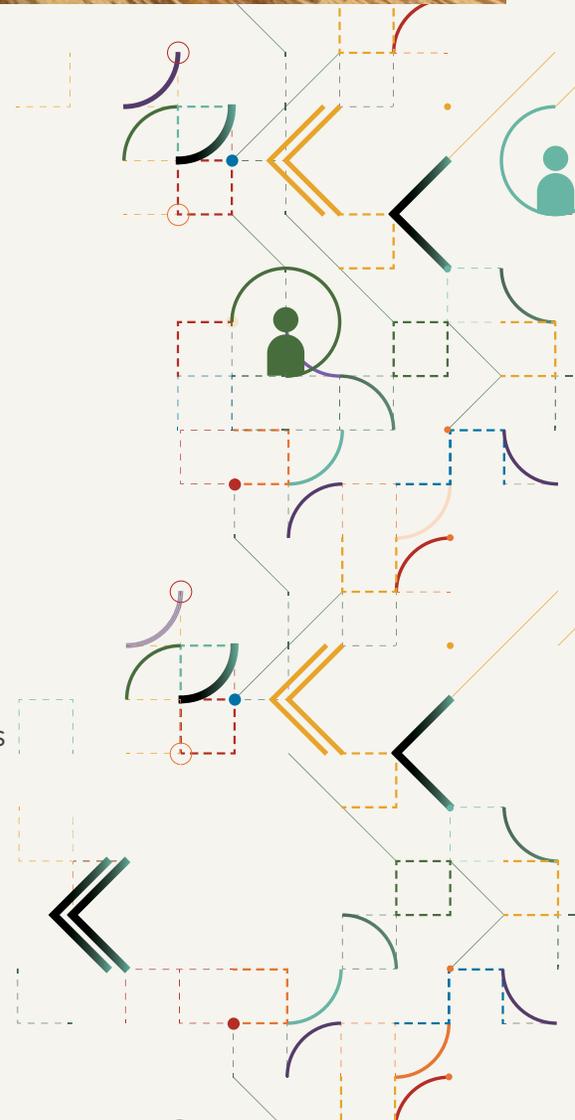
**Dwight Smith**, University of Maryland Global Campus

**Victoria Harper**, Western Governors University

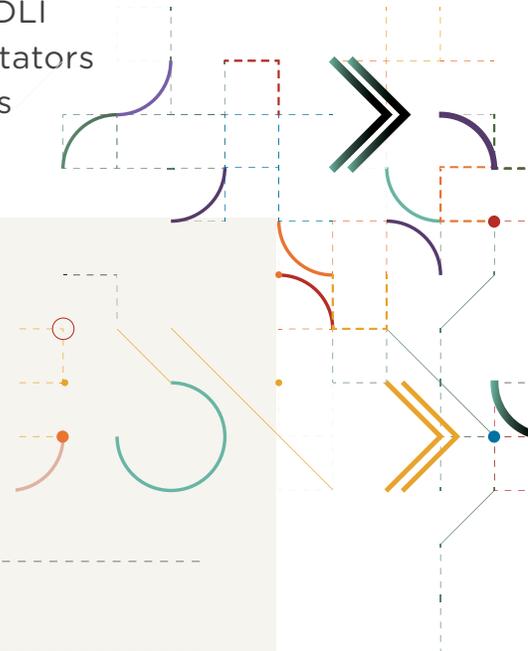
**Asianna Danielle Junge**, Rice University

**Kailee Edwards**, University of South Florida

**Adriel Anguiano**, Lake Forest College



From June 25-28, the University Illinois Urbana-Champaign Gies College of Business hosted the 2025 Diversity Leadership Institute. This experience allowed participants the opportunity to meet and build relationships within an intimate cohort of marketing students from a variety of backgrounds while being led by marketing faculty and professionals who serve as DLI facilitators. Thank you to the AMA staff, faculty, and facilitators who brought this event to life. And a big thank you to this year's participants for joining us.



# Thank you

## Staff, Faculty & Facilitators

**Aria Childers**, AMA

**Jamal Harris**, Lippe Taylor, AMA Atlanta

**Tyese Howery**, University of Illinois Urbana-Champaign

**Tracy Khan**, University of Wisconsin - Whitewater

**Erick Mas**, Indiana University Bloomington - Kelley School of Business

**Rochelle Minor**, University of Illinois Urbana-Champaign

**Emilie Morris**, American Marketing Association

**Catherine Van**, The Oregon Community Foundation, AMA PDX

**Tiffany White**, University of Illinois Urbana-Champaign

# AMA Marketing Excellence Awards

## AMA Foundation Awards and Scholarships

Each year, the AMA Foundation Awards and Scholarships recognize marketing visionaries who have elevated the field and support the next generation of marketers who will transform the profession. *Please note: The awards listed below were recognized in FY25, July 1, 2024 - June 30, 2025.*

### Academic Awards

#### **AMA Fellows Award**

*Recognizes marketing academics who have made significant contributions to the research, theory and practice of marketing, and to the service and activities of the AMA over a prolonged period of time, while providing regular opportunities for fellowship and discussion.*

#### **AMA 2025 Fellows:**

- Sundar G. Bharadwaj, University of Georgia
- Rajesh K. Chandy, London Business School
- Rajdeep Grewal, University of North Carolina at Chapel Hill
- Kevin Lane Keller, Dartmouth College
- Rebecca J. Slotegraaf, Indiana University

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#### **AMA-Irwin-McGraw-Hill Distinguished Marketing Educator Award**

*Honors a long-standing leader in marketing who has made extensive contributions to marketing education and the marketing discipline in general.*

[John G. Lynch, Jr.](#), University of Colorado Distinguished Professor at the Leeds School of Business, University of Colorado-Boulder

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#### **Charles Coolidge Parlin Marketing Research Award**

*Honors distinguished academics and practitioners who have demonstrated outstanding leadership and sustained impact on advancing the evolving profession of marketing research over an extended period of time.*

[Monica Wood](#), Vice President of Global Consumer & Member Insights at Herbalife

[Venkatesh \(Venky\) Shankar](#), Harold M. Brierley Endowed Professor of Marketing and Academic Director, The Brierley Institute of Customer Engagement, Cox School of Business, Southern Methodist University

## Academic Awards

### **AMA-EBSCO-RRBM Award for Responsible Research in Marketing**

*This award honors outstanding research that produces both credible and useful knowledge that can be applied to benefit society.*

#### **Distinguished Winners:**

- Madhubalan Viswanathan, Nita Umashankar, Arun Sreekumar, and Ashley Goreczny, [“Marketplace Literacy as a Pathway to a Better World: Evidence from Field Experiments in Low-Access Subsistence Marketplaces”](#) | *Journal of Marketing*

#### **Winners:**

- Wendy De La Rosa, Abigail B. Sussman, Eric Giannella, and Maximilian Hell, [“Communicating Amounts in Terms of Commonly Used Budgeting Periods Increases Intentions to Claim Government Benefits”](#) | *Proceedings of the National Academy of Sciences*
- Claudia Gonzalez-Arcos, Alison M. Joubert, Daiane Scaraboto, Rodrigo Guesalaga, and Jörgen Sandberg, [“‘How Do I Carry All This Now?’ Understanding Consumer Resistance to Sustainability Interventions”](#) | *Journal of Marketing*
- Kristopher O. Keller and Jonne Y. Guyt, [“A War on Sugar? Effects of Reduced Sugar Content and Package Size in the Soda Category”](#) | *Journal of Marketing*
- Jenny Olson, Scott Rick, Deborah Small, and Eli Finkel, [“Common Cents: Bank Account Structure and Couples’ Relationship Dynamics”](#) | *Journal of Consumer Research*
- Nathaniel Posner, Andrey Simonov, Kellen Mrkva, and Eric J. Johnson, [“Dark Defaults: How Choice Architecture Steers Political Campaign Donations”](#) | *Proceedings of the National Academy of Sciences*
- Nicole Robitaille, Nina Mazar, Claire I. Tsai, Avery M. Haviv, and Elizabeth Hardy, [“Increasing Organ Donor Registrations with Behavioral Interventions: A Field Experiment”](#) | *Journal of Marketing*

#### **Finalists:**

- Chris Blocker, Jon Zhang, Ron Hill, Caroline Roux, Canan Corus, Martina Hutton, Joshua Dorsey, and Elizabeth Minton, [“Rethinking Scarcity and Poverty: Building Bridges for Shared Insight and Impact”](#) | *Journal of Consumer Psychology*
- Jochen Wirtz, Werner H. Kunz, Nicole Hartley, and James Tarbit, [“Corporate Digital Responsibility in Service Firms and Their Ecosystems”](#) | *Journal of Service Research*

### **Eli Jones Article Award for Long-Term Impact in Sales Research**

*This award is made annually for a paper published in a refereed journal that has made a significant long-term impact on the theory and practice of professional selling and sales management.*

- Holger Ernst, Wayne Hoyer, and Carsten Rübbsaamen, "[Sales, Marketing, and Research-and-Development Cooperation across New Product Development Stages: Implications for Success](#)" | *Journal of Marketing*

### **Erin Anderson Award for an Emerging Female Mentor and Scholar**

*Recognizes emerging female marketing scholars and mentors, while honoring and celebrating the life of Erin Anderson.*

- [Anna Tuchman](#), Professor of Marketing at Northwestern University's Kellogg School of Management

### **AMA/Marketing Science Institute/H. Paul Root Award**

*Recognizes the *Journal of Marketing* article that has made the most significant contribution to the advancement of the practice of marketing within the calendar year.*

- [Maximilian Beichert](#), [Andreas Bayerl](#), [Jacob Goldenberg](#), and [Andreas Lanz](#) for their work: "[Revenue Generation Through Influencer Marketing](#)"

### **Hans B. Thorelli Award**

*Recognizes the *Journal of International Marketing* article that has made the most significant and long-term contribution to international marketing theory or practice.*

- Jan-Benedict E.M. Steenkamp [Global Versus Local Consumer Culture: Theory, Measurement, and Future Research Directions](#), Vol. 27, No. 1 (March 2019)

### **John A. Howard/AMA Doctoral Dissertation Award**

*Recognizes the excellent marketing related doctoral dissertation for a given year.*

#### **Recipient**

- Maayan Malte, "Essays on Disability: Consumer Needs, Tradeoffs, and New Product Design;" Dissertation Chairs: Gita Johar and Melanie Brucks, Columbia Business School

#### **Honorable Mentions**

- "Hot Triggers vs Cold Preferences: Consumption Patterns in Digital Media," by Bruno Castelo-Branco
- "Solo and Joint Aspects of Consumer Behavior," by Theresa (Tess) Kwon
- "The Role of Owned Social Media in Brand Strategy," by Georgia Liadeli

## Academic Awards

### **Journal of Interactive Marketing Best Paper Award**

*This award honors the best [Journal of Interactive Marketing](#) article published in a given calendar year. The award is given to an article that has made a significant contribution to the advancement of the practice of marketing.*

- German Zenetti and Koen Pauwels for their work, "[Amplifying Off-Site Purchases with On-Site Retail Media Advertising](#)"

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### **Leonard L. Berry Marketing Book Award**

*Recognizes emerging female marketing scholars and mentors, while honoring and celebrating the life of Erin Anderson.*

#### **Winner**

- "Sustainable Marketing: The Industry's Role in a Sustainable Future" by [Paul Randle & Alexis Eyre](#)

#### **Finalists**

- The Feeling Economy: How Artificial Intelligence Is Creating the Era of Empathy" by Roland T. Rust and Ming-Hui Huang and "Voice Marketing: Harnessing the Power of Conversational AI to Drive Customer Engagement" by Laurence Minsky, Susan Westwater, Scot Westwater, and Colleen Fahey with the foreword by Philip Kotler.

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### **Louis W. Stern Award**

*Recognizes the outstanding article, in a widely recognized and highly respected refereed journal, which has made a significant contribution to the literature on marketing and channels distribution. (Interorganizational Special Interest Group Award)*

- Brett Josephson, Ju-Yeon Lee, Babu Mariadoss, and Jean Johnson, "[Uncle Sam Rising: Performance Implications of Business-to-Government Relationships.](#)" (*Journal of Marketing*, January 2019)

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### **Paul E. Green/Vithala R. Rao Award**

*Recognizes the best article in the *Journal of Marketing Research* that demonstrates the greatest potential to contribute significantly to the practice of marketing research.*

- Szu-chi Huang, Michal Maimaran, and Daniella Kupor, "[Using Price Promotions to Drive Children's Healthy Choices in a Developing Economy.](#)" Volume 61, No. 6, December 2024

## Academic Awards

### **Robert J. Lavidge Global Marketing Research Award**

*Recognizes marketing practitioners or educators from anywhere in the world, who have demonstrated success in implementing a research procedure with practical implications within the past five years.*

- Simon Blanchard, Dean's Professor and Professor of Marketing at Georgetown University's McDonough School of Business

### **Robert Lusch Early Career Research Award**

*This award aims to recognize a scholar who has published an article early in his/her career in an AMA Journal (Journal of Marketing, Journal of Marketing Research, Journal of International Marketing, or Journal of Public Policy & Marketing).*

#### **Winner**

- Julian R.K. Wichmann, Assistant Professor of Marketing, Tilburg University  
[“The Platformization of Brands,”](#) *Journal of Marketing* (2022)

#### **Finalists**

- Alison Joubert, Senior Lecturer in Marketing, University of Adelaide
- [“How Do I Carry All This Now?”](#) Understanding Consumer Resistance to Sustainability Interventions,” *Journal of Marketing* (2021)

### **S. Tamer Cavusgil Award**

*Recognizes the Journal of International Marketing article that has made the most significant contribution to the advancement of the practice of international marketing management within the calendar year.*

- Mark Cleveland, [Within and Between Two Worlds: Conceiving, Measuring, and Applying Mixed-Ethnic Identity in Three Countries](#), Vol. 32, No. 2 (June 2024)

### **Shelby D. Hunt/Harold H. Maynard Award**

*Recognizes the Journal of Marketing article that makes the most significant contribution to marketing theory and thought within the calendar year.*

- Bastian Kindermann, Daniel Wentzel, David Antons, and Torsten-Oliver Salge, [“Conceptual Contributions in Marketing Scholarship: Patterns, Mechanisms, and Rebalancing Options”](#)

## Academic Awards

### **Sheth Foundation/Journal of Marketing Award**

*Recognizes the best article published in the Journal of Marketing that has made long-term contributions to the field of marketing.*

- Jonah Berger, Ashlee Humphreys, Stephan Ludwig, Wendy W. Moe, Oded Netzer, and David A. Schweidel, "[Uniting the Tribes: Using Text for Marketing Insight](#)" Volume 84, Issue 1

### **Thomas C. Kinnear/Journal of Public Policy & Marketing Award**

*Honors the Journal of Public Policy & Marketing article that makes the most significant contribution to the understanding of marketing and public policy issues within the most recent three-year time period.*

- Carlos Diaz Ruiz and Tomas Nilsson, "[Disinformation and Echo Chambers: How Disinformation Circulates on Social Media Through Identity-Driven Controversies](#)", Vol. 42, No. 1 (January 2023)

### **V. Kumar Doctoral Student Mentorship Award**

*Recognizes academics in the field of marketing who are productive scholars and who have been instrumental in developing doctoral students in marketing.*

- [V. "Seenu" Srinivasan](#), Adams Distinguished Professor of Management, Emeritus, Stanford University

### **Valuing Diversity Ph.D. Scholarships**

*Seeks to widen the opportunities for underrepresented populations to attend marketing doctoral programs.*

- Sydni Fomas Do
- Gheremey D. Edwards
- Megan Trillo

### **Varadarajan Award for Early Contributions to Marketing Strategy Research**

*Honors a marketing faculty member who has completed ten or fewer years after receipt of his/her doctoral degree for his/her contribution to marketing strategy research. (AMA Special Interest Group Award with AMA Foundation endowment)*

- Vamsi Kanuri, Viola D. Hank Associate Professor of Marketing at the University of Notre Dame's Mendoza College of Business

## Academic Awards

### **Vijay Mahajan Award**

*Honors a marketing educator affiliated with an institution of higher learning, who has made sustained contributions to marketing strategy literature over a span of ten or more years. (AMA Special Interest Group Award with AMA Foundation endowment)*

- Lisa K. Scheer, Professor of Strategic Business-to-Business Management at the University of Graz in Austria

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### **Weitz-Winer-O'Dell Award**

*Recognizes the Journal of Marketing Research article that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice.*

- Martin Mende, Maura L. Scott, Jenny Van Doorn, Dhruv Grewal, and Ilana Shanks "[Service Robots Rising: How Humanoid Robots Influence Service Experiences and Elicit Compensatory Consumer Responses](#)", Vol. 56, No. 4, August 2019
- Oded Netzer, Alain Lemaire, and Michal Herzenstein "[When Words Sweat: Identifying Signals for Loan Default in the Text of Loan Applications](#)", Vol. 56, No. 6, December 2019

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### **William L. Wilkie "Marketing for a Better World" Award**

*Honors marketing thinkers who have significantly contributed to our understanding and appreciation for marketing's potentials to improve our world, and from whose work notable advances have ensued.*

- David W. Stewart, President's Professor Emeritus, Department of Marketing and Business Law, Loyola Marymount University

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### **Williams-Qualls-Spratlen (WQS) Award**

*Recognizes world class marketing scholars and mentors of color, while carrying on the legacy of Jerome Williams, Bill Qualls, and Thaddeus Spratlen.*

- Samantha N. N. Cross, Associate Professor of Marketing and the F.W. Olin Distinguished Chair of Global Business at Babson College

## AMA Special Interest Group (SIG) Awards

### Interorganizational SIG Lifetime Achievement Award

- Alègre Hadida, Jan Heide, and Simon Bell; and the winning article is “Hadida, A. I., Heide, J. B., & Bell, S. J. (2019). The Temporary Marketing Organization. The Journal of Marketing, 83(2), 1-18.

### Marketing and Society SIG Lifetime Achievement Award

- Sonja Grier, American University

### Marketing and Society SIG Emerging Scholar in Marketing and Society Award

- Tracy N. Rank-Christman, University of Wisconsin-Milwaukee

### Marketing Research SIG Donald R. Lehmann Award

- “Discovering Online Shopping Preference Structures in Large and Frequently Changing Store Assortments” | Min Kim, Jie Zhang
- “Revenue Generation Through Influencer Marketing” | Maximilian Beichert, Andreas Bayerl, Jacob Goldenberg, and Andreas Lanz

### Marketing Research SIG Gil Churchill Award

- Kannan Srinivasan
- Birger Wernerfelt

### Marketing Research SIG V. Seenu Srinivasan Young Scholar Award in Quantitative Marketing

- Shunyuan Zhang

### Selling and Sales Management SIG Lifetime Achievement Award

- Andrea Dixon, Baylor University

### Selling and Sales Management SIG Sales Teacher of the Year

- Tim Butler, Southeastern Louisiana University



## Practitioner Awards

### 4 Under 40 Emerging Leaders Award

Honors individuals who have already made significant contributions to the field of marketing and its subfields, and have demonstrated leadership and continuing service. The program is highly selective, with four individuals selected annually.

- **Stephan Brown**, Digital Marketing and Creator Management Expert
- **James Gutteridge**, Manager of Paid Marketing, Analytics and Systems at the University of Victoria
- **Dan King**, Area Business Manager at PolyNovo
- **Nandini Nandakumar**, Global Marketing Director, Smirnoff, Diageo at Diageo North America

### Chapter Excellence Awards

Recognizes and rewards excellence in AMA professional chapter leadership and operations.

#### Chapters Of The Year

- **GOLD:** San Antonio
- **SILVER:** Cincinnati
- **BRONZE:** Lincoln (tie) and Houston (tie)
- **TURN-IT-UP:** Kansas City

### Excellence Awards

#### Leadership Excellence

- San Diego
- Triangle
- Omaha

#### Membership Excellence

- Atlanta
- Chicago
- Omaha

#### Communications Excellence

- Chicago
- San Francisco
- Triangle
- Omaha

#### Finance Excellence

- San Diego
- Wichita
- Washington DC
- Atlanta

#### Programming Excellence

- Omaha
- Atlanta
- Chicago

#### Community Outreach Excellence

- Triangle
- Atlanta
- San Francisco

## Practitioner Awards

### Special Merit Awards

#### Leadership Special Merit

- Chicago
- San Francisco
- Madison
- PDX
- Oklahoma City

#### Finance Special Merit

- PDX
- Omaha
- Oklahoma City
- Connecticut
- Chicago

#### Membership Special Merit

- Central PA
- Connecticut
- San Diego
- Boston
- San Francisco

#### Programming Special Merit

- Wichita
- San Francisco
- Connecticut
- Oklahoma City
- Indianapolis
- Triangle

#### Communications and Marketing Special Merit

- Nashville
- Connecticut
- Atlanta
- PDX

#### Community Outreach Special Merit

- Chicago
- Connecticut
- Wichita
- Indianapolis
- Omaha

#### Platinum Club of Continuing Excellence

- Atlanta
- Chicago
- Cincinnati
- Houston
- Triangle
- Washington DC

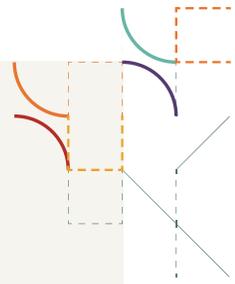
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### Higher Education Marketer of the Year Awards

*Recognizes individuals and teams who show extraordinary leadership and achievement in the field of higher education marketing and are brought to you by the AMA Foundation and its founding sponsor Lipman Hearne.*

#### The AMA Foundation Higher Education Marketer of the Year Award

- **Individual Winner:** Grant J. Heston, Virginia Commonwealth University
- **Finalists:** Lauren Griswold, Boise State University, Tony Proudfoot, Western Michigan University
- **Team Winner:** The United States Military Academy at West Point
- **Team members:** Luke High; Nathan Pfaff; Damian Shepard; Emily Baird; Peter Kinton



### Higher Education Marketer of the Year Awards

*Recognizes individuals and teams who show extraordinary leadership and achievement in the field of higher education marketing and are brought to you by the AMA Foundation and its founding sponsor Lipman Hearne.*

#### Finalists:

##### **Point Loma Nazarene University**

**Team members:** Dave Gladson, Associate VP for Marketing; Jill Chou, Director of Creative and Brand; Sachi Sterns, Design Manager; Erin Togerson, Director of Marketing Operations; Nate Hamill, Director of Content Strategy; Tyler George, Website and Content Strategy Manager

##### **EdPlus at Arizona State University**

**Team members:** Casey Ambrose, Deputy Chief Growth Officer; Steven Barthelemy, Sr. Multimedia Marketing Specialist; Mary Brewer, Assistant Manager; Courtney Coudret, Educational Outreach Manager; Lexy Fairfield, Sr. Marketing Copywriter; Matt Freed, Sr. Director of Marketing; Ashley Gallagher, Assistant Director, Special Projects; Lauren Hanneman, Communications Coordinator; Chad Hays, Sr. Marketing Content Strategist; Carrie Holstein, Associate Director of Marketing Services Management; Hannah Hunter, Social Media Specialist; David Ifergan, Marketing Research Analyst Sr.; Tabitha Karaba, Multimedia Marketing Assistant; Margot LaNoue, Sr. Media Relations Coordinator; Charrie Larkin, Social Media Manager; Jesse Millard, Sr. UX Writer; Allison Mills, Director, Content Strategy; Quinn Mitchell, UX Writer; Stephanie Morse, UX Content Manager; Breena New, Marketing Services Manager; Domenico Nicosia, Associate Director, SEO Technical Operations and Strategy; Grace Olson, Social Media Asset Coordinator; Dakota Parks, Marketing Copywriter; Katie Paulson, Marketing Copywriter; Carrie Peterson, Associate Director, Media Relations; Faith Popov, Multimedia Marketing Assistant; Carlos Samano Ramirez, Sr. Director, Enrollment & Retention, Communications; Meenah Rincon, Public Relations Manager; Jordan Roberts, Associate UX Writer; Ty Seibel, Associate Director, Student Success Communications; Abby Terlecki, Associate Director, Content Strategy; Ruben Tinoco, Multimedia Marketing Team Lead; Marianna Touloumes, Communications Specialist; Katelyn Tse, Multimedia Marketing Specialist; Jennifer Wagner, Associate Director, Recruitment Communications; Brooke Weiler, Communications Manager; Kelsey Wiseman, Manager of Performance and Digital Engagement; Madison Woodward, Marketing Services Manager

## Practitioner Awards

### **The AMA Emerging Marketer in Higher Education Award Winner**

- **Devin Purgason**, Forsyth Technical Community College

#### **Finalists:**

- **Allyson Schatzer**, Ohio University
- **Katelyn Mills-Erickson**, University of Iowa

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### **Ric Sweeney Chapter Volunteer of the Year Award**

*Honors AMA professional chapter leaders whose contributions have added significantly to the AMA's goals.*

- **Dov Hoffman**, Vice President of Sponsorship + Past President of the AMA's Baltimore Chapter and Vice President, B2B Marketing at Weber Shandwick

## Student Scholarships and Awards

*Recognizes individuals and teams who show extraordinary leadership and achievement in the field of higher education marketing and are brought to you by the AMA Foundation and its founding sponsor Lipman Hearne.*

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### **AMA Foundation Diversity Leadership Scholarship**

*is awarded to student leaders who serve others, inspire greatness and achieve remarkable things through empowerment and action. Students must be a member of one of the following underrepresented groups: American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, Native Hawaiian or other Pacific Islander.*

- **Rafael Alvarez-Reyes**, University of Wisconsin-Whitewater
- **Eecho Yuan**, University of Pennsylvania
- **Ipinoluwa Akintola**, East Tennessee State University
- **Farrell Zulkarnain**, Montana State University
- **Kailee Ewards**, University of South Florida

## Student Scholarships and Awards

### **EBSCO Student Scholar Award**

*presents tuition scholarships to exceptional marketing students involved in developing their marketing skills on and off campus, including demonstrating leadership within their AMA collegiate chapter.*

- **Sydney Fox**, University of Iowa
- **Maddie Nerden**, University of New Hampshire-Durham
- **Jackson Redder**, Montana State University-Bozeman

### **E.G. Chingos**

*Funds collegiate memberships in the AMA and AMA New York Chapter for third- and fourth-year undergraduate students majoring in marketing at New York colleges and universities.*

- Fordham University,
- Pace University,
- Monroe University, and
- Stony Brook University

### **Lee Epstein Scholarship**

*supports talented undergraduate students with a passion for marketing in the tri-state area of New York, New Jersey, or Connecticut.*

- **Cole Pryor**, University of Pennsylvania

### **Robert DeLay Social Impact Scholarship**

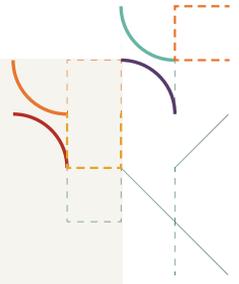
*is awarded to student members who have made a positive impact in their local, regional or large community.*

- **Catherine Tang**, University of Pennsylvania
- **Daisy Dai**, University of Pennsylvania
- **Teja Vankireddy**, University of Pennsylvania

### **Stryker Buonocristiano Scholarship**

*aims to support talented undergraduate students from diverse backgrounds and with broad skill sets who have a common desire to pursue a career in marketing.*

- **Daniel Prieto**, The University of Texas at Dallas
- **Jayden Cooper**, University of South Alabama



## Collegiate Competitions

AMA offers collegiate members numerous opportunities throughout the academic school year to seamlessly transition theory into practice by competing against other schools! AMA Competitions elevate students' readiness for the job market as they showcase skills in front of industry leaders and peers on a national stage.

### Collegiate Case Competition

This academic year-long competition brings together top marketing students to work on a business challenge submitted by a sponsoring organization. The case sponsor will provide a detailed marketing problem and is looking to gain the perspective of AMA students as they develop a marketing strategy in this nationally recognized competition.

#### **Winners co-sponsored by Adobe and Deloitte Digital**

**1st Place Team:** Indiana University - Bloomington

**2nd Place Teams:**

- Capilano University
- Temple University
- University of Wisconsin - Whitewater

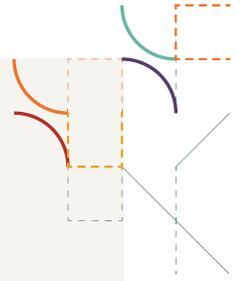
**3rd Place Teams:**

- British Columbia Institute of Technology
- Montana State University - Bozeman
- North Central College
- Slippery Rock University
- University of Pennsylvania
- University of Puerto Rico - Rio Piedras

### Marketing Week Competition

This online competition allows AMA Collegiate Chapters to showcase their career opportunities in marketing and highlight the benefits of AMA membership through programming on their campus.

- **1st Place Team:** John Carroll University
- **2nd Place Team:** The University of Oklahoma
- **3rd Place Team:** University of Puerto Rico - Rio Piedras



### Website Competition

*This online competition is one of our most valuable competitions, as your chapter's website is one of the most important communication tools for your chapter members and the public at large.*

- **1st Place Team:** University of South Florida
- **2nd Place Team:** University of Tampa
- **3rd Place Team:** Carnegie Mellon University

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### Best Recruitment Video Competition

*This online competition allows AMA Collegiate Chapters to produce a video that can be shared on their chapter's website or social media platforms, aimed at enticing prospective members to join their chapter.*

- **1st Place Team:** University of Wisconsin - Whitewater
- **2nd Place Team:** University of Houston - Main
- **3rd Place Team:** Southern Illinois University - Edwardsville

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### Best Social Impact Video Competition

*This online competition allows AMA Collegiate Chapters to create a video to be posted on their chapter website, social media or a client's website to help create excitement around a social cause.*

#### **Sponsored by Deloitte Digital**

- **1st Place Team:** John Carroll University
- **2nd Place Team:** University of Nevada - Las Vegas
- **3rd Place Team:** University of Puerto Rico - Rio Piedras

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### Outbound Sales Competition

*The online competition is designed to improve students' telephone and video conferencing communication skills.*

#### **Sponsored by Insight Global**

- **1st Place:**
  - Gauri Manjunath, University of Florida
  - Jeremy Sanders, Pace University
- **2nd Place:**
  - Taylor Wojcinski, University of Wisconsin - Whitewater
  - Abby Hodnik, University of Wisconsin - Whitewater
- **3rd Place:**
  - Noah Bulgrin, University of Wisconsin - Whitewater
  - Christian Johnson, Southeastern Louisiana University

## Collegiate Competitions

### Outbound Sales Competition

*The online competition is designed to improve students' telephone and video conferencing communication skills.*

#### Sponsored by Insight Global

- **4th Place:**
  - Abby Zimmerman, University of Wisconsin - Whitewater
  - Alex Malcic, Capilano University
- **5th Place:**
  - Margot Yelle, University of Wisconsin - Whitewater
  - Lauryn Seidel, University of Wisconsin - Whitewater

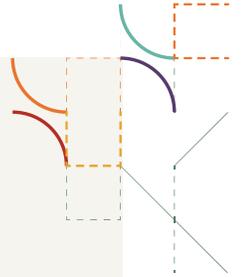
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### Sales Competition

*This in-person competition takes place at the AMA International Collegiate Conference (ICC). It is an ideal opportunity to compete one-on-one against other marketing students and test your ability to close a sale!*

#### Sponsored by Insight Global

- **1st Place:**
    - Taylor Wojcinski, University of Wisconsin - Whitewater
    - Megan Arnold, University of Kentucky
  - **2nd Place:**
    - JJ Szot, University of Wisconsin - Eau Claire
    - Garrett Dobbertin, University of Wisconsin - Whitewater
  - **3rd Place:**
    - Hezekiah Chatelain, Southeastern Louisiana University
    - Tiffany Ackerbloom, Florida State University
  - **4th Place:**
    - Jake Bacon, University of Nevada - Las Vegas
    - Christian Johnson, Southeastern Louisiana University
  - **5th Place:**
    - Victoria Adams, Virginia Commonwealth University
    - Robin Sidhu, Capilano University
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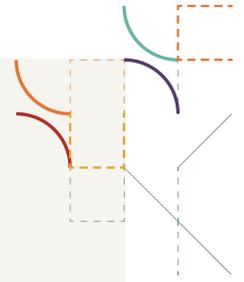
## Collegiate Competitions

### Perfect Pitch Competition

*This in-person competition takes place at the AMA International Collegiate Conference (ICC). It is a 90-second interview in which you position yourself as being “right for the job.” The end goal is to move forward to the next step in the hiring process.*

#### Sponsored by Gartner

- **1st Place:**
  - Kylie Hill, Texas State University
  - Valeria Ruiz, Kennesaw State University
- **2nd Place:**
  - Aidan Chin, University of Central Florida
  - Alex Malcic, Capilano University
- **3rd Place:**
  - Taylor Wojcinski, University of Wisconsin - Whitewater
  - Katie Gelderman, University of Georgia
- **4th Place:**
  - Julian Lee, Northwood University
  - Mohamed Turay, Virginia Commonwealth University
- **5th Place:**
  - Alana Lewis, University of Wisconsin - Whitewater
  - Christopher Escalante, Northwood University
- **6th Place:**
  - Russell Magpayo, Virginia Commonwealth University
  - Luke Strassberger, St. John Fisher University
- **7th Place:**
  - Eli Givens, Marian University
  - Garrett Dobbertin, University of Wisconsin - Whitewater
- **8th Place:**
  - Caden Kretsinger, University of Wisconsin - Whitewater
  - Adam Hvitfeldt-Matthews, Virginia Commonwealth University
- **9th Place:**
  - Ben Dobberfuhr, Carroll University
  - Matthew Rizoli, Bryant University
- **10th Place:**
  - Milla Santos, University of Nevada - Las Vegas
  - Sydney Epps, Virginia Tech



### **Marketing Strategy Competition**

*This in-person competition takes place at ICC. It will challenge your team of two's wit, speed and presentation skills. You will receive a marketing challenge brief 30 minutes before your presentation time, and you will use your knowledge and experience to quickly present a case solution.*

#### **Sponsored by Epic Hire and Deloitte Digital**

- **1st Place:** University of Maryland - College Park, Giana Colonna & Mathew Calderon
- **2nd Place:** Plymouth State University, Thomas Giessler and Carissa Adams
- **3rd Place:** Montana State University - Bozeman, Blair Ringer and Abbie Tietz
- **4th Place:** The University of New Hampshire - Durham, Zachary Morin and Laura Holmanskyy
- **5th Place:** John Carroll University, Caroline Weber and Dain Bartlebaugh

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### **Marketplace Simulations Competition**

*This in-person competition takes place at ICC. It will put you at the helm of your own marketing department for an up-and-coming niche bicycle industry. You will compete against other schools, putting your skills to the test to become the industry leader!*

#### **Sponsored by Marketplace Simulations**

- **1st Place Team:** St. John Fisher University
- **2nd Place Team:** Missouri State University
- **3rd Place Team:** University of Central Missouri
- **Market Masters:**
  - Florida International University
  - Tennessee Technological University

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### **Chapter T-Shirt Competition**

*This in-person competition takes place at ICC. Collegiate Chapters are encouraged to design a chapter T-shirt that represents their chapter or University spirit. All chapters participating in this competition must bring one sample t-shirt to be on display, and students attending ICC will have the opportunity to vote for their favorite t-shirt.*

#### **Sponsored by Memberpromos.com**

- **1st Place Team:** Montana State University - Bozeman
- **2nd Place Team:** University of Puerto Rico - Rio Piedras
- **3rd Place Team:** University of South Florida

## Collegiate Competitions

### Instagram Highlight Reel Competition

*This in-person competition takes place at ICC. Students are asked to produce an engaging and informative Instagram reel highlighting your chapter's experience at the conference.*

#### Sponsored by Wondershare Filmora

- **1st Place Team:** Montana State University - Bozeman

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### Design Lab Marketing Competition

*This in-person competition will take place at ICC. The Design Lab Marketing Challenge will be a two-hour engaging session in which teams compete against each other as they design and create a two-page creative marketing strategy plan.*

#### Sponsored by JBL

- **1st Place Team:** British Columbia Institute of Technology
- **2nd Place Team:** Pace University - NYC
- **3rd Place Team:** University of Houston - Main

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### Digital Marketing Competition

*This in-person competition will take place at ICC. Teams will create digital marketing outputs based on a real-world challenge.*

#### Sponsored by McGraw Hill

- **1st Place Team:** Montana State University - Bozeman
  - **2nd Place Team:** University of North Carolina - Charlotte
  - **3rd Place Team:** California Polytechnic State University - San Luis Obispo
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