

Background Information: Construction Marketing Association (CMA)

Naperville, IL—May 14, 2010—The Construction Marketing Association (CMA) is a newly formed professional group focused on a broad range of resources and support for marketing managers and executives in the construction category in North America.

While there are many marketing associations and networking groups, none specialize in applying best practice marketing disciplines to the nuances of marketing construction products and services, or marketing to construction-related targets.

Developed in the height of the recession in 2009, the Construction Marketing Association is based in Naperville, IL, just west of Chicago. As construction marketers and their companies witnessed severe market turmoil, this only reinforced the need for more effective, results-oriented marketing.

The association's continuing education division, the [Construction Marketing Institute](#) (CMI), will offer a Certified Construction Marketing Professional (CCMP) certificate and designation, along with several marketing training programs.

Association members can access extensive marketing and construction-related resources and information, a member directory and member profiles, and a career center with job postings.

In addition, the Construction Marketing Association will host the annual [CME STAR™ Awards](#) recognizing construction marketing effectiveness across over 90 categories with a certificate and statuette.

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"Specialized professional groups are common in Europe, and in North America for other marketing categories like healthcare and finance. Our focused resources will make the CMA attractive to both employers and marketing staff of construction brands," states Neil Brown, Founder and Chairman.

The Construction Marketing Association recently appointed three directors to its national board of directors. Association Chairman Neil Brown has announced that Rick Kean, Jim Scarlata and Kevin Enke have agreed to serve on the board. Mr. Kean is Managing Director of the Business Marketing Institute, and former Executive Director of the Business Marketing Association (BMA). Mr. Scarlata is Marketing Director for Knaack LLC, a division of Emerson Electric. And Mr. Enke is Marketing Director for Accessory Brands at Robert Bosch Tool Corp.

ABOUT THE FOUNDER

Neil M. Brown has been CEO of numerous marketing consulting and creative agencies for the past 15 years, managing some of the biggest brands in the construction sector. Prior to the agency-side, Brown was a brand manager at electrical products marketing powerhouse IDEAL Industries, and later CMO of an architectural metals manufacturer.

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Full information on the association is available on the website at www.ConstructionMarketingAssociation.org. The site links to the [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#) and [YouTube](#) pages. Questions? Contact Neil Brown at 630-579-8383. Media inquiries, contact Heather Hawes at 630-772-1022 or heather@ConstructonMarketingAssociation.org.