



AMERICAN MARKETING  
ASSOCIATION

130 E. Randolph Street  
22<sup>nd</sup> Floor  
Chicago, IL 60601

info@ama.org  
www.ama.org  
800.AMA.1150

Press Contact:

Lauren Russ  
American Marketing Association  
773.868.0966  
[lauren@connectcomsinc.com](mailto:lauren@connectcomsinc.com)

**FOR IMMEDIATE RELEASE**

**Marketing Executives Networking Group Joins Forces with the American Marketing Association to Meet Growing Needs of Senior-Level Marketers**

*New Relationship Offers MENG Members Access to AMA Member Benefits, Professional Development Programs, Executive Networking Groups and Industry-Leading Content*

CHICAGO – November 1, 2016 – The [Marketing Executives Networking Group](#) (MENG), a global leader within the marketing industry, will become part of the [American Marketing Association](#) (AMA), the most relevant force and voice shaping marketing around the world, which will provide the executive-level members a more comprehensive source for the most forward-thinking knowledge, information and resources in marketing.

MENG's main focus on enhancing its members' professional skills, relationships, and knowledge aligns nicely with AMA's. The partnership will allow MENG members to take advantage of AMA member benefits and award-winning publications and research journals, sought-after training and professional development events and executive-only level networking opportunities.

"The American Marketing Association is the only community for marketers and academics that inspires curiosity, debate and connection, and provides the tools, education and training they need to be successful," said Russ Klein, CEO of the American Marketing Association. "MENG members will now be able to harness the power of the AMA community to build relationships, network and collaborate with peers, share ideas and experiences and have access to the latest cutting-edge thinking in marketing,"

MENG, which has almost 1000 members and 13 Chapters, will seamlessly integrate into the AMA community. Within a few months, MENG and eligible AMA senior marketing executive members will be invited to join a new AMA Executive Circle. The new Executive Circle community will develop tailored programming and produce relevant content for the executive marketer.

"MENG is pleased to join forces and become part of the AMA," said Joey Iazzetto, Chairman of the Board for MENG. "AMA's product and commitment to marketing will enable MENG members to leverage additional resources and opportunities and realize

greater member benefits. We have the highest regard for the AMA and by formally allying our communities, we are providing MENG members with a proactive, differentiated and modern voice for continuing their professional growth.”

For more information on AMA, visit [www.ama.org](http://www.ama.org).

**About American Marketing Association (AMA)**

The AMA is trusted by nearly 1 million marketing and sales professionals a year worldwide. It has more than 70 professional chapters and over 350 collegiate chapters throughout North America and select international locations. The American Marketing Association (AMA) is the largest marketing association in the world. AMA serves organizations and individuals who practice, teach and study marketing across the globe. It serves as a forum for connecting like-minded individuals to foster knowledge sharing and relationship building; to be a trusted resource for marketing information, tools, education and training; and to advance marketing practice and thought leadership. For more information about the AMA, visit [www.ama.org](http://www.ama.org) or follow the latest AMA news at [@AMA\\_Marketing](https://twitter.com/AMA_Marketing).

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