

Global Marketer Summit 2006: HORIZONT, AdAge and Booz Allen Hamilton are searching for the “Chief Marketing Officer of the Year”



On September 1, 2006, and within the framework of the Global Marketer Summit (GMS) in the Frankfurt Marriott Hotel, the “Chief Marketing Officer of the Year” award will be presented for the first time. This award, which has been established by the industry magazine HORIZONT and the US magazine “AdAge”, the initiators of the GMS Congress, will be presented jointly with the international consultancy company Booz Allen Hamilton and gives recognition to marketing as a strategic and analytical instrument of company management that spans all corporate areas.



Outstanding marketing decision-makers, who have made their mark through innovative ideas and who have, beyond the borders of classical communications, made decisive contributions to the success of their company through their work, will be honored with this award in the future.

Starting immediately, proposals for candidates for the “CMO of the Year” award can be made by third parties on the website www.gms2006.com/cmo. Detailed information will also be provided there, about the criteria that the candidates should fulfill, as well as information on the nomination procedure.

Which of the proposed candidates will be selected as a winner is decided by a top-flight jury. Members of this jury are:

- **Uwe Bergheim**, Executive Vice President of the “Markenverband” (Brand Alliance)
- **Dr. Wolfgang Bernhard**, Chairman of the Board of Management Volkswagen Brand, Volkswagen AG
- **Frank Birkel**, Vice President & Managing Director of Wrigley GmbH
- **Frank Boulben**, CMO of the Orange Group
- **Hugh Burkitt**, CEO of The Marketing Society
- **Dr. Olaf Göttgens**, Head of Brand Communications at DaimlerChrysler AG
- **Karen Halpert**, Head of Marketing Central Europe of MasterCard Europe

- **Gregor Harter**, Vice President of Booz Allen Hamilton
- **Thomas Heilmann**, Chairman of the Board of Directors of Scholz & Friends AG
- **David S. Klein**, Vice President Publishing & Editorial Director of The Ad Age Group, Crain Communication Inc.
- **Ralf Klein-Bölting**, Chief Representative Corporate Marketing and Communication of Deutsche Bahn AG
- **Prof. Laurent Maruani**, Professor for Marketing, HEC School of Management
- **Michael Rzesnitsek**, Managing Director EMEA at the Financial Times;
- **Volker Schütz**, Editor-in-Chief of HORIZONT, Deutscher Fachverlag GmbH.



The prize-winner will be selected within the framework of a gala evening ceremony at the Global Marketer Summit.

The “Global Marketer Summit”, which is jointly organized by HORIZONT and “Advertising Age”, understands itself as an international forum of the advertising, marketing and media community, for discussions on success strategies in international markets.

The focus of this congress, which is being organized for the first time on September 1, 2006 in Frankfurt, is on Eastern Europe. The states between the Baltic and the Black Sea are viewed by economic experts as one of the hottest growth regions of the world.

"The “Global Marketer Summit” is **the** forum for global marketing in general, and especially for marketing in Eastern Europe", is how Volker Schütz, the Editor-in-Chief of HORIZONT, sums up this congress.

The “Global Marketer Summit” is supported by Booz Allen Hamilton, DWS Investment, the Financial Times, Messe Frankfurt, Frankfurt Economic Development and Y&R Germany.

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