



**For Immediate Release**

**THE BUSINESS MARKETING ASSOCIATION CHICAGO ANNOUNCES  
THE 2012-2013 EXECUTIVE BOARD AND DIRECTORS**  
*New members lead one of the largest BMA chapters*

CHICAGO, Ill., August 1, 2012 – The Business Marketing Association of Chicago announced the election of new board members for 2012-2013, effective July 1, 2012. BMA Chicago’s goal for the coming year is to build on the momentum of the past year and continue to offer quality programming for some of the top marketers in the world.

Linda McGovern, former executive vice president, follows Suzanne Martin as president. McGovern is the director of marketing for USG Corporation, building materials manufacturer, and has served on the board for several years.

“Suzanne has been a tremendous leader of BMA Chicago and the board and I thank her for her support,” McGovern said. “She has paved a great path for the upcoming year and I look forward to continuing to increase engagement and provide the best experience for all members.”

After serving as a vice president on the board and the Young Professionals chair for two years, Jason Ferrera has been appointed executive vice president. He is currently the vice president of marketing at Ifbyphone, a voice-based marketing automation company.

Brian Krause, vice present and Young Professionals chair, also joins the BMA Chicago executive board for the first year. Krause served as a director on the board prior to this new appointment. He is the vice president of marketing and communications at Molex, leading supplier of connectors and interconnect components.

Carolyn Kae Phillips is BMA Chicago vice president and sponsorships committee co-chair. As director of strategic initiatives for World Business Chicago, Phillips brings more than 20 years of experience to the board.

George Rafeedie, vice president and membership committee chair, joins the executive board again this year. Rafeedie is the founder of Tell Your Story, a story-driven brand and marketing communications agency that builds virtual agency teams for clients who don’t want the overhead of a big agency.

Kathi Wright is vice president of marketing at Wells Fargo. Wright is the vice president and sponsorships committee co-chair for the third consecutive year. She joined BMA Chicago in 2002 and has chaired several committees over the years including the Biz Bash, BMA’s annual fundraiser and golf outing.

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Edmond Russ joined BMA Chicago in 1991 and has held the position of treasurer for three years. Russ is chief marketing and sales officer (retired) at Grant Thornton.

For more than five years, Margaret Essary is secretary of BMA Chicago and will also be taking on the role of vice president of membership this year. Essary is national director, business development for Paladin, professional staffing and recruitment firm. Paladin has also been a longtime sponsor of the monthly Marketing Innovators Luncheon series.

Suzanne Martin, principal of True Inflection, will take on the role of immediate past president. Martin served two terms as president, 2011-2012 and previously in 2009-2010. She has been a BMA Chicago member since 1992 and joined the board of directors in 2005. Her leadership and service have spanned several areas for the BMA including membership, event experience and programming, social media, young professional programming and strategic planning.

Marla Schragger continues as executive director. Schragger officially joined the BMA Chicago Chapter as executive director in 2007. She has been a BMA member since 2004, was a director for three years and chair of the Windy City BizBash Committee from 2006-2008.

The full 2012-2013 Board of Directors includes:

Phil	Clement	Global Chief Marketing & Communications Officer	Aon
Sima	Dahl	President	Parlay Communications
Ken	DePaola	VP, Global Multimedia Sales, Central and Southwest US	The Wall Street Journal
Kylee	Fishwick	Director Central Region, Marketing Solutions	LinkedIn
Jeanine	Gaffke	Global Director of Marketing	Diversey
Belinda	Hudmon	Senior Director, Marketing	Motorola Solutions
Tom	Insprucker	Global Vice President of Web Programs	Schneider Electric
Gordon	Kane	Founder	Victory Sports Marketing
Michael	Krauss	President & Managing Principal	Market Strategy Group, LLC
Tony	Lorenz	Founder	bXb Online
Bill	Parke	Director Corporate Mkt. & Financial Communications	CME Group
Brian	Peters	President, Chicago	GyroHSR
Bob	Pierce	Integrated Account Manager	Bloomberg Businessweek
Karen	Pittenger	President	Black Olive
Randy	Pitzer	Principal	Pitzer Relations
Teresa	Poggenpohl	Executive Director, Global	Accenture

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Reggie	Riley	Head of Industry, Financial Services	Google
Gary	Slack	Chairman and Chief Experience Officer	Slack and Company
George	Stenitzer	Vice President, Corporate and Marketing Communications	Tellabs
Mary	Uhrina	President	Clearly Write
Larry	Zar	President	ZAR Marketing
Tim	Calkins	Clinical Professor of Marketing	Northwestern University - Kellogg School of Management
Arthur	Middlebrooks	Adjunct Professor of Marketing; Executive Director, Kilts Center for Marketing	Chicago Booth

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### **About Business Marketing Association Chicago**

BMA Chicago is one of the Business Marketing Association's largest chapters, serving over 530 business-marketing professionals through professional development, networking events and programs. BMA Chicago enhances critical thinking, communication and managerial skills by bringing our members face to face with the nation's top b-to-b marketing thinkers and practitioners.

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