

INTERNATIONAL SOCIAL MARKETING ASSOCIATION

Annual Report 2019



This document is prepared on behalf of the International Social Marketing Association (iSMA).

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President's Report

Welcome to the 2019 annual report from the International Social Marketing Association (iSMA). On behalf of the [Board of Directors](#), I am pleased to present you with this report on our activities over 2019. As has been the case over the past three years, our Board members and volunteers have worked hard to fulfil the mission of the iSMA:



- Advance social marketing practice, research and teaching through collaborative networks of professionals, supporters and enthusiasts.
- Educate the public, organisations, professionals and governments about the value of social marketing to facilitate behavioural change and social progress.
- Develop, document and market international standards and best practices in social marketing theory, research and practice.
- Encourage and enable wider use of social marketing in addressing complex social issues.
- Foster and support the development of local, national and regional social marketing associations.

To achieve this mission, we have worked hard on in a number of areas, including:

- Striving toward **improved governance** of the Association by holding an annual general meeting and Board elections consistently over the past three years.
- Fostering **a federation of associations**, ensuring that our Board has representation from both our emerging and operational regional associations in Africa, Australia, Europe, Latin America, and North America.
- Launching our **new website**, featuring a more streamlined architecture and a responsive design, to bring you the most important information for the social marketing community.
- Increasing our **professional development opportunities** through a more robust offering of [webinars](#) using our new virtual meeting platform, Zoom, and our first online course, "[Introduction to Social Marketing](#)."
- Working **closer with the social marketing community** to increase access (for example, free access to [Social Marketing Quarterly](#) for iSMA members), coordinating with our colleagues at FUSE on the [World Social Marketing Conference](#), and coordinate our offerings of professional development opportunities in social marketing and behaviour change communication
- Through our involvement in the [Global Alliance for Social and Behaviour Change](#), closer collaboration with our colleagues in the behaviour change communication (BCC) and communication for development communities.

This year, after serving for three years, I will be stepping down as President of the iSMA. It has been my honour and privilege to serve this amazing community of

social marketing professionals. I am grateful to my colleagues on the Board and especially the Executive Committee – Diogo Verissimo (Vice President), Jennifer Wayman (Secretary), and Karis Schoellmann (Treasurer)– for their support and willingness to take on the hard work of guiding a professional association.

While making change and enabling improvements on an all-volunteer board is never easy, your entire Board and the many volunteers who work make our website, social media, blogs, and webinars possible always go above and beyond to make change happen. For that, I am grateful.

Yours in changing the world,

A handwritten signature in black ink, appearing to read 'Patrick Cook', with a stylized, cursive script.

Patrick Cook, President
International Social Marketing Association

Membership in iSMA

Current Members

The iSMA is currently made up of three member associations, two emerging associations, and approximately 56 non-affiliated members. Current regional member associations include:

- Africa Social Marketing Association (ASMA)*
- Australian Social Marketing Association (AASM)
- European Social Marketing Association (ESMA)
- Latin American Social Marketing Association (LASMA)*
- Social Marketing Association of North America (SMANA), now including the Pacific Northwest Social Marketing Association (PNSMA)

* Association structure is under development and not currently accepting members.

Regional Breakdown of iSMA Membership

Members are affiliated with iSMA either through their regional member association or directly with iSMA. As of June 2020, the iSMA has just over 1,200 members. Our numbers have increased slightly this year because of the focus on our work to consolidate and update the accuracy of our database. The membership by member/regional association is shown in Table 1.

Table 1: Breakdown of iSMA Members as of June 2020

Member Association	Member numbers
AASM	404
ESMA	57
PNSMA	373
SMANA	197
Currently unaffiliated with Regional Member Association	56
Membership Pending (Required renewal in 90 days)	151
Total	1,238

Member Benefits

Members of the iSMA receive many benefits. In addition to becoming a member of the international community of social marketing academics and practitioners, iSMA members benefit from:

- iSMA's webinars series
- Free access to *Social Marketing Quarterly*, our profession's premier peer-reviewed journal.
- Our events calendar and lists of degree and credit courses
- Access to our news and blog posts, listservs and discussion forums
- Discounts on conferences, online seminars, and more (e.g., 10% discount at the World Social Marketing Conference)
- Affiliation with the pioneer professional organization for social marketing worldwide
- Advancement of standards of practice and more widespread recognition, support and utilization of social marketing.

Options for Joining iSMA

Members can join iSMA through one of our regional member associations, giving you membership in both iSMA and your regional association:

- [Australian Association of Social Marketing](#)
- [European Social Marketing Association](#)
- [Social Marketing Association of North America](#) (now including the Pacific Northwest Social Marketing Association).

If your regional member association is not yet offering memberships, there is no member association in your region, or you do not wish to join through a regional member association, you can join iSMA directly through this [website](#).

Membership Dues

Standard Member – USD 49.95 / Student Member – USD 29.95

Discounts for Members from Low- and Middle-Income Countries

iSMA offers a 90% discount on Standard and Student memberships to those residing low- and middle-income economies as defined by the [World Bank](#) (2018).

Standard-DEV Member – USD 4.95 / Student-DEV Member – USD 2.95

Financial Report

The iSMA Executive Committee presents the iSMA financials in the income and expenses report shown in Figure 1. This financial report shows the evolution of iSMA's costs and revenues from 2014 to the end of 2019. The board worked to address the trending net loss in 2019 by changing website providers and webinar technology. Additional revenue streams are being explored and implemented in 2020.

Figure 1: iSMA Income and Expenses Report 2014-2019

International Social Marketing Association	2014	2015	2016	2017	2018	2019
Income and Expense Report						
INCOME						
Dues/Membership	\$ 7,675.33	\$ 7,107.90	\$ 6,050.28	\$ 4,550.20	\$ 3,943.91	\$ 5,827.55
Database Consolidation Reg. Assoc.						\$ 5,975.00
TOTAL INCOME	\$ 7,675.33	\$ 7,107.90	\$ 6,050.28	\$ 4,550.20	\$ 3,943.91	\$ 11,802.55
EXPENSES						
Database Consolidation						\$ 3,350.00
Donation Refund	\$ 149.97		\$ 277.50		\$ 29.99	
Donation Processing Fees	\$ 295.71	\$ 222.16	\$ 245.37	\$ 139.80	\$ 124.10	\$ 152.39
Social Media Mgt (Hoot Suite) & Polling Fees	\$ 328.80	\$ 323.88	\$ 215.92	\$ 50.95		
Website Memberclicks	\$ 2,832.47	\$ 1,499.26	\$ 3,000.34	\$ 3,102.32	\$ 3,270.54	\$ 3,377.86
Website (Siteground & DHH hosting)					\$ 695.59	\$ 304.27
Website (Widgets DiviLife)					\$ 30.00	\$ 30.00
Design	\$ 60.00					
Conference Webinar (Ready Talk/Zoom)	\$ 2,464.41	\$ 4,019.40	\$ 2,824.33	\$ 3,983.41	\$ 4,106.93	\$ 1,251.59
Meetings/Recruitment		\$ 100.00	\$ 107.20			
Organization (Doodle Poll)	\$ 78.00					
Volunteer Support		\$ 152.48		\$ 199.00	\$ 245.44	
Print Materials	\$ 406.14		\$ 729.64			
Credit Card Fees/Interest	\$ 162.60	\$ 132.85	\$ 14.37	\$ 37.91		
Advertising	\$ 14.99			\$ 44.06		
Travel					\$ 375.35	
Other					\$ 181.80	\$ (4.99)
TOTAL EXPENSE	\$ 6,793.09	\$ 6,450.03	\$ 7,414.67	\$ 7,557.45	\$ 9,059.74	\$ 8,461.12
INCOME/LOSS	\$ 882.24	\$ 657.87	\$ (1,364.39)	\$ (3,007.25)	\$ (5,115.83)	\$ 3,341.43
Account Balances						
	END OF YEAR	END OF YEAR	END OF YEAR	END OF YEAR	END OF YEAR	END OF YEAR
Bank of America	\$ 8,898.33	\$ 6,810.01	\$ 3,356.78	\$ 1,218.79	\$ 7,188.85	\$ 10,355.67
PayPal	\$ 6,662.98	\$ 9,143.04	\$ 11,537.05	\$ 10,555.65	\$ 239.81	\$ 404.45
Mastercard	\$ (230.59)					
ACCOUNT BALANCE	\$ 15,330.72	\$ 15,953.05	\$ 14,893.83	\$ 11,774.44	\$ 7,428.66	\$ 10,760.12

Governance

The International Social Marketing Association (iSMA) was formed in 2010. The association was incorporated as Social Marketing, Inc., a Tax-Exempt Nonstock Corporation in the State of Maryland in the United States. As a non-profit corporation, the iSMA is considered a corporation exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code of the United States. The iSMA was formed to “promote the advancement of the practice of social marketing,

which is the application of marketing techniques to promote individual and corporate behaviours that contribute to a better society for all.”

Annual General Meetings and Members

The iSMA will hold its [annual general meeting \(AGM\)](#) on 21 and 22 July 2020 via Zoom meeting. The Board will host two sessions of the AGM to accommodate the members from around the world.

The AGM will be an opportunity for members to meet our current Board members, ask questions about our financial position, annual report, and our new business plan and constitution. The AGM will also be an opportunity for you to ask questions of the Board members, provide us with your ideas, and hear more about the opportunities to contribute to the success of the iSMA and, in turn, the profession of social marketing through joining our Board or becoming an iSMA volunteer.

Information on how to join the Annual General Meeting is available at the [iSMA website](#).

Governance Structure

A Board of Directors governs the association. Board members are either elected by the iSMA member base or are appointed by a member association or by the Board. Board positions are outlined below. In May 2017, the Board elected a three-person Executive Committee consisting of a President, Secretary, and Treasurer. In 2018, a Vice-President was elected for the first time. In 2019, the Board re-elected the current Executive Committee.

The Executive Committee oversees the activities of the Board and the association. The current members of the Executive Committee Board are indicated below. The association has no employees; therefore, all responsibilities of the association are delegated to the Board.

Table 2: Roster of Current Board of Directors, 1 July 2020

	Director	Status	Date	Location	Member Association	Board Role (Start Date)
1	Patrick Cook	Elected	2015	USA	SMANA	President (01/06/2017)
2	Diogo Veríssimo	Elected	2019	UK	ESMA	Vice-President (01/08/2018)
3	Jennifer Wayman	Elected	2015	USA	SMANA	Secretary (01/06/2017)
4	Karis	Elected	2018	USA	iSMA	Treasurer

	Schoellmann					(01/08/2018)
5	Nancy Lee	Appointed by SMANA & PNSMA	2016	USA	SMANA & PNSMA	SMANA Representative & President of PNSMA
6	Ross Gordon	Appointed by AASM	2016	AUS	AASM	AASM Representative & President of AASM
7	David McElroy	Appointed by ESMA	2015	UK	ESMA	ESMA Representative
8	Julie Hentz	Appointed by Board	2016	USA	iSMA	Communications Chair
9	Luca Uguzzoni	Elected	2018	Switzerland	ESMA	Member at Large
10	Christene Jennings	Appointed by Board	2019	USA	SMANA	Professional Development Team Lead (01/02/2019)
11	Carlos Oliveira Santos	Elected	2019	Portugal	iSMA	Volunteer Team Lead (01/06/2019)
12	Leonidas Skerletopoulos	Elected	2019	Greece	iSMA	Membership Team Lead (01/06/2019)
13	Duncan Musumba	Appointed by ASMA	2018	Uganda	ASMA	ASMA Representative
14	Vilarmina Ponce-Lucero	Appointed by LAMSO	2018	Peru	LAMSA	LAMSO Representative
15	Open Position					

Organisation Structure

The following diagram outlines the direct relationships between iSMA members, its Board, and Committees and Teams.

Figure 2: iSMA Organisational Structure



Professional Development Team

Webinars

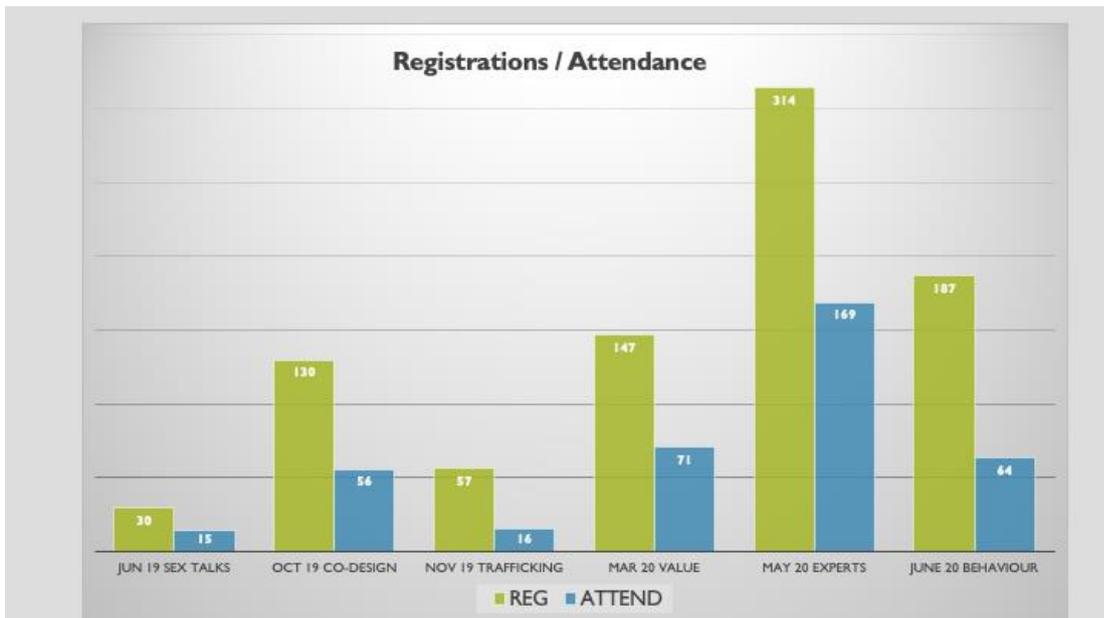
Between June 2019 and June 2020, in collaboration with the regional social marketing associations, we produced six webinars, bringing the total number of webinar recordings to 40, now available in our archive for viewing by members. These webinars included:

- Webinar 35. ***Finding Momentos: How Design Thinking Led to Better “Sex Talks” for Hispanic Parents and Their Teens***, with Julie Yegen (USA) (June 2019) Produced in collaboration with SMANA.
- Webinar 36. ***Leveraging a Co-Design Approach for Social Marketing Programs*** with Timo Dietrich (Australia) and Corinne McCarthy (USA) (October 2019)
- Webinar 37. ***Breaking the human trafficking supply chain: A multistream social marketing + social enterprise approach*** with Abi Foluké Badejo (Australia) Produced in collaboration with ASMA.
- Webinar 38. ***Creating Personal and Social Value through Social Marketing*** with Professor Jeff French (UK) (March 2020) Produced in collaboration with ESMA.
- Webinar 39. ***Covid Series. Ask Our Experts Live Q&A: Guidance for Social Marketing Practitioners During COVID-19*** with Ross Gordon (Australia), Sara Isaac (USA), Gael O’Sullivan (USA), Mallory Peak (USA) and Beatriz Casais (Portugal) (May 2020).

- Webinar 40. **Social Marketing as a Behavior-Centered Design Tool in Hard-to-Reach Places** with Dulce Espelisin (Mexico) (June 2020) Produced in collaboration with SMANA.

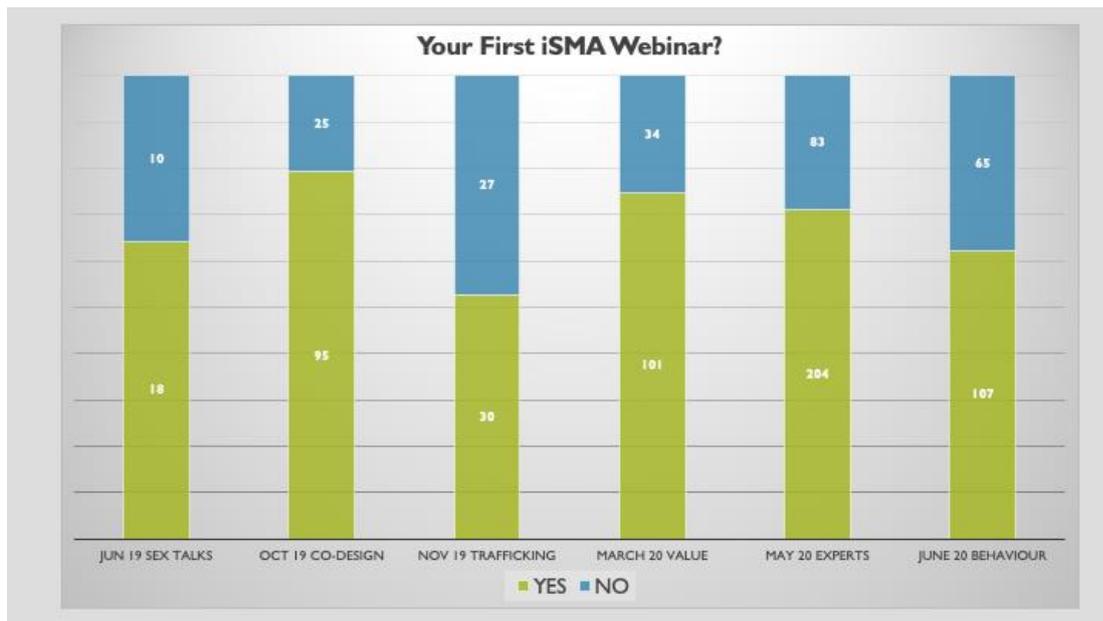
iSMA's 2020 webinars received its highest registration and attendance numbers. We suspect that offering free webinars (not just limited them to members) significantly increased participation. The Covid series received the highest registration and attendance numbers in iSMA's webinar series history, with more than 314 registering and 169 attending in May 2020 (see Table 1).

Table 1: Webinars and Registrations



The majority of webinar registrants were first timers. One of the top ways registrants said they learned about the webinar was from a colleague/friend.

Table 2: How Webinar Registrants Learned About Webinar



Online Course: Introduction to Social Marketing

In 2020, iSMA offered its first *Introduction to Social Marketing* online course. This 12-week course held March-June 2020 for 25 students, was taught by Nancy Lee. The students learned a 10-step model for developing, implementing and evaluating a strategic social marketing campaign, then developed their own social marketing plan. Upon course completion, students received a professional certificate of completion from iSMA. Student evaluations were quite positive.

Table 3: Evaluation of Online Course

Student Evaluation (23 out of 25) on scale of 1-5 (strongly disagree – strongly agree)

The planning worksheets supported my ability to develop a more strategic SM plan.	4.7
The instructor provided the right amount of individual attention and feedback.	4.65
I am more knowledgeable about SM fundamentals based on the content in this course.	4.65
I would recommend this course to a colleague.	4.7
Course assignments and communications from the instructor were clearly explained.	4.48
I had fun.	4.7
The course content matched the description as an "introduction" to SM. It was not too advanced or too basic.	4.57
The course was well-paced over the 12-week period.	4.48
I feel more confident in my abilities to develop a SM plan.	4.57
Course materials were easy to access and use in my learning.	4.43
My time investment to complete the course work during the 12 weeks matched my expectations when I registered for the course.	4.39

Volunteer Engagement and Retention Team

iSMA is a volunteer-led and managed organization. Volunteers are the heart of what we do. In 2019, Nathaly Aya Pastrana was recognized for five years of service and Tamara Harbar and Leonidas Skerletoopoulos others were recognized for three years of service. If you are interested in volunteering for iSMA, please contact our Volunteer Coordinator, Carlos Oliveira Santos at costerra1953@gmail.com.

Communication Committee

The iSMA Communication Team has been very active in 2019 into 2020. Many landmark activities have occurred, like the rollout of the new iSMA website, a major step in our brand presence.

A newly added international blog team writes about regional social marketing issues from Dublin, Ireland to Cape Town, South Africa, from Melbourne, Australia and Tbilisi, Georgia and Seattle, Washington. iSMA is keeping the social marketing conversation global with much to be learned from a diverse collection of approaches.

A member survey was conducted in 2019 gathering valuable information from our members about what they like about iSMA offerings and what can be improved. iSMA places much value on the feedback from members and acts to align benefits with member guidance. Enhancements that improve the tools that iSMA members depend on as they maximize their own social marketing projects is an iSMA Communication Team priority.

A note to remind our members that the communication benefits enjoyed, like the new website and bi-monthly newsletter, the active social media platforms and the informative webinars, are the work of volunteers, social marketers in their own right, people who are dedicated to the promotion of social marketing as an effective social tool for change around the world. A particular thank you to them.

The iSMA Website

It has been exciting year for iSMA in moving forward with a new website. Thanks to our dedicated volunteer web team, the new iSMA website debuted in early 2020, providing a cleaner, more intuitive navigation in WordPress that provides many benefits like the ability to link the bi-monthly newsletter to the site, a flexible design framework, among other perks. The new website includes: an overview of the history of iSMA, the Board of Directors page, a Volunteer page, pages dedicated to Membership and an overview of the Regional Associations, pages promoting Professional Development from Social Marketing Training to Webinars and Events, and finally the News and Blog pages. The website stays current on social marketing approaches to pressing issues like Coronavirus and commentary on Black Lives Matter.

Metrics for the new iSMA website show:

- 579 Sessions (user interactions with the website) for the month of July 2020
- Average time spent on a page is just under 3 minutes
- 36% of the visitors were from the U.S., 10% from the UK
- Page Rankings- Home page most visited, then Board of Directors and Black Lives Matter
- 73% of the visits were from laptops, 25% from mobile
- Almost 50% of web traffic came from people entering the url (direct), 21% of visits were prompted by our social media, 13% of visits were organic (search engines)

The website will continue to grow and improve, making it a valuable destination for social marketers around the globe. Next steps for the website are to incorporate the member entrance portal, once the consolidated member database becomes available.

The iSMA Newsletter

The iSMA bi-monthly newsletter has continued to inform and engage our member base. Metrics reflecting six newsletters in 2019 show a one third (30-35%) open rate. Social Media enticements to specific content in the newsletter boost the metrics of the open rates.

The content of the periodical includes an international jobs board of open social marketing positions, and the option to promote oneself and work when seeking a position. Content also includes case studies, valuable upcoming social marketing events, news from the Regional Associations, features of social marketing organizations and their work, volunteer spotlights, and upcoming webinar overviews. Archived articles are available to members for reference. In the recent member survey, the newsletter was the second most appreciated offering after the webinars.

The iSMA Social Channels

iSMA has been very active through Twitter, Facebook, and LinkedIn in 2019. The dedicated social media volunteer maintains a full marketing calendar with scheduled content that is pushed out regularly through Facebook, Twitter, and LinkedIn (both a Company page and a LinkedIn Group).

All social media platforms are steadily growing, with the exception of Twitter, which has experienced two fairly substantial profile purges within the last year (likely the platform's attempt to remove old or "fake" accounts). Much social media activity comes from in-person events which the COVID pandemic has made prohibitive. Despite these challenges, our social media presence is dependable and informative, reflecting the goals and perspective of iSMA.

Goals for social media are:

- Increase brand recognition
- Increase engagement in iSMA webinars and training opportunities

- Drive traffic to the iSMA website
- Promote content from the bi-monthly newsletter
- Boost partner content
- Promote social marketing campaigns and news updates

Typical content of social media is:

- Notification of events and webinars
- Member specific updates
- Newsletter content
- Commentary from regional association members
- Job Postings
- Social programs and case studies of note.

The iSMA Board of Directors

The iSMA Board of Directors for 2019 comprised of four Executive Committee members (President, Vice-President, Secretary, Treasurer), four Member Association Representatives representing the affiliated regional associations (AASM, ESMA, SMANA, & PNSMA), and 4 Members at Large. The Board members represent the principles, scholarship and practice of social marketing.

Executive Committee Members

Patrick Cook: President

Patrick Cook, is the President of the iSMA and is also the Principal of Cook & Sow. He has more than 25 years of experience in leading and delivering social marketing, communication and training and technical assistance solutions. He has led large projects for US and Canadian government agencies, non- and for-profit corporations, community-coalitions. Over the years, Patrick has designed, developed, and delivered dozens of training workshops, courses, and materials that help adults working at the community level be more effective social marketers. Drawing on his academic studies in rhetoric and composition, his experience working as a social marketer and trainer, and his passion for social justice, Patrick's work focuses on helping good people do good things better by improving building capacity and enabling change. Prior to his current role leading his own agency, Patrick was Senior Vice President, Social Marketing and Communication, at IQ Solutions, Director of Training & Technical Assistance for the Social Marketing and Communication group at FHI 360, and Principal with the Strategic Communications and Marketing division at ICF International. He has previously worked as a journalist, copywriter, technical writer, and lecturer.



Karis Schoellmann: Treasurer

Karis has worked in Women's Health and Maternal Child Health throughout a career that spans 30-years, including work at Planned Parenthood of Louisiana and with the Louisiana Department of Health in their Maternal and Child Health Program. She is currently working as the Director of the Communication, Innovation, and Action Team at the Louisiana Department of Health's Bureau of Family Health. Karis is also a faculty member at Tulane University School of Public Health and Tropical Medicine, where she teaches Introduction to Social Marketing, Health Communication: Theory and Practice, and Social and Behavioural Aspects of Global Health courses. Two ongoing Bureau of Family Health initiatives in which Karis has played a key role and uses social marketing behaviour change frameworks, are the Partners for Healthy Babies and the Give Your Baby Space campaigns. Both campaigns, designed to reduce Louisiana's infant mortality, are targeted to parents and families. Other current work with which Karis is involved includes using social marketing frameworks in a more upstream approach to impact providers to effectively address the social determinants of health involving women's wellness. Karis takes her role in guiding and inspiring the next generation's global public health workforce seriously. In fact, her desire to join the iSMA board was inspired by this motivation. Karis has been elected by the iSMA Board to the position of Treasurer as Kelly Dennings steps down.



Diogo Veríssimo: Vice-President

Diogo earned his Doctorate in Biodiversity Management from the Durrell Institute of Conservation and Ecology at the University of Kent in the United Kingdom. His latest work in press is, "Does It Work for Biodiversity, Experiences and Challenges in the Evaluation of Social Marketing Campaigns." He is also currently Guest Editor at the Social Marketing Quarterly for a Special Issue on Biodiversity Conservation and Social Marketing. Diogo has devoted his career to the conservation of biodiversity using social marketing approaches, from research to evaluation, to make a positive impact in these areas, including the use of conservation marketing as a tool to promote human-wildlife coexistence." Diogo is currently an Oxford Martin Fellow at the University of Oxford, UK, where he focuses on the design and evaluation of behaviour change interventions to reduce demand for wildlife products, a key part of mitigating the threat of the illegal wildlife trade on wildlife populations. As Diogo looks forward to his work with the iSMA Board, he is keen to explore ways to foster the growth of the community of social marketers working on biodiversity-related issues, and to promote information exchange between academics and practitioners working in social marketing, both through the literature and other non-formal channels. Diogo has been elected by the iSMA Board to the position of Vice President.



Jennifer Wayman: Secretary

A sought-after expert in social marketing, Jennifer has built a career out of making positive change in the world. She currently leads Hager Sharp, an award-winning U.S. agency that specializes in marketing social change. She has extensive and proven experience leading initiatives that result in pervasive social change. Throughout her career, her commitment to using communications and marketing to make a positive difference in the world has been applied to numerous “big, messy” issues, such as heart disease, cancer and violence. Jennifer is a respected thought leader in her field, serving on the editorial board of *Social Marketing Quarterly* and as a founding and current board member of the International Social Marketing Association. Prior to joining Hager Sharp, she spent 24 years at Ogilvy Public Relations where she was instrumental in establishing and leading the agency’s U.S. Social Change Practice. Jennifer holds an MHS in Behavioral Science and Health Education from The Johns Hopkins University Bloomberg School of Public Health, and a BS in Business and Economics from Lehigh University.



Member Association Representatives

Ross Gordon: AASM Representative

Ross is an interdisciplinary Social Science scholar employed as a Professor at Queensland University of Technology in Brisbane, Australia. He is also President of the Australian Association of Social Marketing (AASM). Ross is a social change activist. His work focuses on social issues and social change, through a critical, reflexive and multi-perspective lens. He works across various social change topic areas including energy efficiency, environmental sustainability, alcohol and alcohol marketing, gambling, tobacco control, mental health, and workplace bullying. He is also interested in critiques of neoliberalism and related social activism. Ross uses interdisciplinary and mixed-method and multi-method approaches to his work and has extensive experience using methodologies including longitudinal quantitative surveys, systematic reviews and meta-analyses, focus groups, depth interviews, ethnography, content analysis, and cognitive neuroscience. He also has considerable experience in research, designing, implementing and evaluating behaviour and social change programmes. He has been a principal or named investigator on projects attracting over \$7.2m in research funds in Australia, UK, Europe and India. He has acted an expert advisor to the Australian Government, the UK and Scottish Governments, the European Commission, WHO, NSW Health, Cancer Institute, and a range of other stakeholders on various topics relating to social change. He has published over 80 academic journals, book chapters and conference papers including in outlets such as *European Journal of Marketing*, *Journal of Business Research*, *Marketing Theory*, *Journal of Services Marketing*, *Journal of Macromarketing*, *Journal of Social Marketing*, *Energy Policy*, and *BMC Public Health*. He has also delivered numerous client reports and invited speaking engagements. Ross co-authored a leading book on social marketing and social change: Jeff French and Ross Gordon (2015).



Strategic Social Marketing. London: Sage. Ross is a keen player and follower of sports including playing football for Macquarie University, some tennis and cycling, loves travelling, enjoys current affairs, and is a big music fan, and occasional techno DJ. Contact [Ross](#)

Nancy Lee: SMANA Representative

Nancy Lee is the President of the Pacific Northwest Social Marketing Association (PNSMA) and has more than 25 years of professional marketing experience, with special expertise in social marketing. She is an adjunct faculty member at the University of Washington and the University of South Florida. She conducts seminars and workshops on social marketing and marketing in the public sector and has participated in the development of more than 100 social marketing campaigns. She has been a guest lecturer at the University of Cape Town in South Africa, the Health Promotion Board in Singapore, Victoria University in Melbourne, Australia, National University of Ireland in Galway, Yale, and Oxford University. She has conducted social marketing workshops for more than 5,000 public sector employees involved in developing public behaviour change campaigns. She has delivered more than 200 social marketing trainings, most recently in Jordan for USAID, Canada for the Ministry of Health, and in Seattle for the Bill and Melinda Gates Foundation. She has been a keynote speaker on social marketing at conferences including ones addressing Public Health, Injury Prevention, Environmental Protection and Poverty Reduction. Nancy is a member of Rotary and the City of Mercer Island's Green Ribbon Commission, has been a volunteer member of the Monterey Bay Aquarium's Seafood Watch Advisory Committee, and the Mercer Island School District's Advisory Committee.



Vilarmina Ponce-Lucero: LAMSO Representative

Vilarmina Ponce-Lucero is Co-Founder the Latin America Social Marketing Association (LAMSO). For more than 16 years, Vilarmina has been working as a Communication Specialist in social development projects, with an emphasis on social marketing for behavioural change. In recent years, she has been focusing on health research in various areas such as women's health (sexuality and rights), early childhood nutrition (children, chronic malnutrition and rights), and population health (chronic non-communicable diseases - NCD). Vilarmina began her professional practice as part of division Public Impact at CVR (<http://cverdad.org.pe>), where she organized social mobilization actions in support of the CVR mandate and for the defence of human rights. Since then Vilarmina's work has focused on the right to health of the especially vulnerable population, namely children and women. She has been chief communications in different NGOs. In AB Prisma (www.prisma.org.pe) her mission was to achieve high levels of awareness in child health and nutrition among the target population and to create spaces for multi-sectorial consultation in health and nutrition. In Chemonics (www.chemonics.com/country/peru/) Vilarmina implemented training and communication strategies for the involvement of local authorities in awareness



campaigns about health and identity in native communities. Recently as head of communications in CRONICAS (www.cronicas-upch.pe) Vilarmina led a successful social marketing campaign that promotes the consumption of a common salt substitute and allowed researchers to test the change in blood pressure levels.

David McElroy: ESMA Representative

David leads the Research and Evaluation team at Energy Saving Trust, sustainability not-for-profit dedicated to resource efficiency and conservation. In his role, David is focused on the design and analysis of complex research programmes and the evaluation of nationally significant social marketing projects. His strength in coordinating large-scale programmes is exemplified by his history of leading pan-European research into the effects of climate change. He was formally elected to the Board of Directors for the European Social Marketing Association in 2014 and was nominated as the European Social Marketing Association representative to iSMA in 2015, a role he has held since. As an academic he has extensive experience in research, which is exemplified by his publications in high-impact, peer-reviewed environmental and social science journals, and his position as an Honorary Research Associate at the University of Sydney.



Duncan Mucambo: Africa Social Marketing Association Representative

Duncan Keith Musumba, MBA, has 12 years' hands-on experience in social marketing and social and behaviour change communication (SBCC). He also has vast knowledge and skills in stakeholder management, public relations, and resource mobilization. As the Head of Communication and Marketing at Uganda Health Marketing Group (UHMG), Duncan provides strategic oversight to the execution of UHMG's Social and Behaviour Change Communication programs, Social Marketing and Corporate communication mandate. Duncan is also the Course Director of the Leadership in Strategic Communication Course at UHMG in partnership with Johns Hopkins University Centre for Communications Programs. Duncan was the chair of the Uganda Social Marketing Conference in 2017 and is coordinating the formation of the Africa Social Marketing Association.



Members-at-Large

Julie Hentz: Communications Chair

Julie Hentz has been volunteering for iSMA for seven years, four of which she has served as the Communication Chair of iSMA, working with the Communication Team of writers and social media gurus who are committed to the improvement of public health internationally. Ms. Hentz is Director of Social Issue Marketing at IQ Solutions where she has worked across programs through partnership outreach, qualitative research, and marketing... the promotional "P". Her 30-year background in public health marketing and communications includes work with J Walter Thompson on Ford and Orkin accounts. She owned AdGraphx Advertising for over 10 years, serving a variety of clients from Mayo Clinic to the Centers for Disease Control (CDC), from Universal Studios to Texaco Oil Company. Ms. Hentz worked at the Centers for Disease Control and Prevention's National Center on Birth Defects and Developmental Disabilities (NCBDDD) as a Health Marketer for 11 years on projects with Surgeon General Carmona's Office on "The People's Piece on Disabilities, Call to Action. She contributed to the creation of an external partnership between CDC and Medscape to shape the CDC Expert Commentary Series, and she coordinated a social media delivery framework on the Maternal Desk of the H1N1 Emergency. She garnered Hermes Awards for her direction and design of the NCBDDD Annual Reports. Ms. Hentz also served as a Center consultant to Hollywood, Health, and Society pre-screening on condition-specific portrayals and was a judge annually for the Epidemic Intelligence Service (EIS) Meeting Poster Sessions. Ms. Hentz's Social Marketing work has involved qualitative data gathering on the benefits and barriers to the establishment of Community Gardens. She has worked with the New Mexico Department of Health to develop a social marketing framework to address behaviors contributing to mortality rates of greater than twice the national average within the Navajo, over 65 population from flu and pneumonia in San Juan and McKinley Counties. Ms. Hentz earned a Masters of Public Health with a concentration in Social Marketing and Maternal Child Health from the University of South Florida (USF) as well as a Graduate Certificate in Social Marketing from USF. She also holds an Associates in Communication and a BA in English Literature and Creative Writing, and a BFA in Fine Art from Indiana University.



Christene Jennings: Professional Development Team Lead

Christene has used her drive for collaboration and efficient processes to help grow U.S.-based Marketing for Change from a small startup to a full-service behavior change marketing firm. As Chief Operating Officer, she is laser-focused on driving measurable social change for clients that do good for the world. Previously, as Marketing for Change's director of behavior change marketing, Christene designed environmental, safety, public health and end of life campaigns for the Centers for Disease Control and Prevention, Safe Kids Worldwide, the American Academy of Pediatrics, and the U.S. Environmental Protection Agency. Known for cultivating effective partnerships, Christene has been tapped to lead two national Blue Ribbon

Panels, which brought together disparate groups to bring attention to and develop solutions for emerging traffic safety challenges. Prior to joining Marketing for Change, Christene spent nearly a decade in traffic safety, developing social marketing-based solutions that moved away from the crowded risk-messaging market and focused instead on reinforcing positive norms. In her role on the iSMA Board, Christene applies her passion for mentorship to help iSMA develop more robust professional development and educational exchange offerings for social marketers around the world.



Carlos Oliveira Santos

Carlos is a pioneer of social marketing in Portugal. In 1992, he introduced a social marketing class in a graduated course and, in 2002, he co-directed the first post-graduation in this field. He is the editor of the Marketing Social Portugal website, and the editor of the book *Improving Life: A Guide to Social Marketing (Melhorar a Vida: Um Guia de Marketing Social, 2004, 2nd edition, 2012)*, the first social marketing textbook in Portuguese. In 2019, he published with Professor José Afonso Mazzon (USP, Brazil) the *Index of Portuguese Language and Portuguese Speaking Authors Focused on Social Marketing*. Carlos earned his Doctorate in Public Policy from the NOVA University of Lisbon in Portugal, and he is recently invited professor at the Institute for Public and Social Policy, Lisbon. In 2018, he was one of the 40 leading social marketing expert contributors to the *Compilation of Social Marketing Evidence of Effectiveness Key References*, coordinated by Jeff French and Doug Evans for the International Social Marketing Association (ISMA) and its affiliates. His book *Social Marketing in a Country: The British Experience (2016)* was included in this compilation. In 2019, he received the Outstanding Achievement Award, conferred by the European Social Marketing Association, during the World Social Marketing Conference in Edinburgh. Now his main purpose is to preserve freedom and democracy as social marketing's roots, facing threats to human freedom that abusively condition people's behaviours (*Social Marketing Political Manifesto, 2019*).



Leonidas Skerletopoulos

Our world is facing complex social issues and there is growing evidence that proves the contribution of social marketing to resolving many social and individual issues. Social Marketing provides the foundation for sustained social change. I have served the iSMA for 4 years, through direct volunteering and my role as a national representative for the European Social Marketing Association (ESMA) in Greece. I strongly believe in the impact of ISMA and the regional associations to further the future strength of Social Marketing as a field. I am highly motivated to play an active role in the future of ISMA, especially now that we are in the transition to a federation model. I am eager to work with ISMA Board Members to create value within the social marketing community, and to contribute in the Membership Chair role to serve and deliver value to our members globally.]



Luca Uguzzoni

Luca is currently working with the Ambi Group as a Marketing Brand Consultant in Lugano, Switzerland. Over his 30-year career in marketing and branding, Luca has worked on projects with UBS bank, Bank Julius Baer, Nespresso, Unicredit, Bolton, Vorwerk, and top global sporting events like the Winter and Summer Olympic Games, America's



Cup Sailing, World Championships and World Cups. He cites his time living in Valencia, Spain while working with the America's Cup International Sailing Competition, as significant. "I was able to witness how the city transformed when America's Cup was held there. It was the perfect example of a 'smart city concept' in action. My passion is to improve urban well-being and to create and implement sustainable and inclusive opportunities for all." Luca guides clients' marketing operations to include sustainability initiatives and encourages them to realize the ecological and social responsibilities they have to their stakeholders and the community. Through his new commitment to iSMA, Luca sees unique opportunities to create shared value with other organisations through strategic partnerships. The work of iSMA provides concrete possibilities to develop projects that combine social & sustainable principles. This collaboration will aim to embrace the creation of well-crafted ideas where the outcome is measured against defined objectives.

