



CDO CLUB

CDO Club, DMA Launch Ground-Breaking Online Education Initiative

Program Will Equip Chief Digital and Data Marketers with Leading DMA Courses

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NEW YORK, April 13, 2016 /PRNewswire/ -- The Direct Marketing Association (DMA) and CDO Club, which represents Chief Digital Officers and Chief Data Officers (CDOs), announced today a joint partnership to provide online courses to the CDO Club's 1,500 registered members, the world's largest community of C-suite digital and data leaders.

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"With digital transformation fueling incredible growth in our businesses and the global economy, digital and data leaders are searching for strategies and best practices to ensure they remain on the digital cutting edge," said **Neil O'Keefe, DMA's SVP of CRM and Member Engagement**.

"That's why we are partnering with CDO Club and CDO Academy, to provide effective education and training to the world's top digital decision makers."

This ground-breaking partnership is a part of the CDO Club's new education initiative, CDO Academy. Club members, largely made up of C-level leaders such as Chief Digital Officers and Chief Data Officers, will gain access to four DMA on-demand marketing courses: Relationship Marketing I and II, Content Marketing, and Data Governance.

These DMA courses were hand-picked by the CDO Club due to their relevance to digital and data strategy for today's digital leaders.

Course registration information is available on the CDO Club website, where Club members can access a promo code offering a discount off regular course prices.

"With the number of Chief Digital Officers continuing to double every year, to over 2,000 in 2015 alone, thousands of digital and data professionals are demanding actionable strategies and practices to implement at their organizations *now*," said **David Mathison, CEO of the CDO Summit and CDO Club**. "But with the steep responsibilities that come with their role, they often don't have the time to further their education. DMA's on-demand modules will not only provide highly relevant and timely content to our members, but also allow them to access it when and where they want."

The partnership was announced in advance of the NYC CDO Summit, presented by Centric Digital, on April 27, 2016 at Thomson Reuters, at which DMA experts will be present to inform members about the on-demand marketing courses and the range of additional education options available through DMA.

CDO Academy was launched in 2016 as a way for professionals and organizations to access the CDO Club's members through educational webinars, seminars, and training courses.

Webinar instructors include Sean Cornwell, Chief Digital Officer at Travelex, and Jonathan Becher, Chief Digital Officer at SAP. Travelex, the world's largest foreign exchange bureau, hired Cornwell as their first-ever Chief Digital Officer in February 2014. Becher, a technology and marketing expert who joined SAP in 2007, has expanded the company's addressable market through entry into new areas such as content and data.

The CDO Club has also partnered with the University of Aberdeen and Jump Digital to offer an online Master's and certification in digital marketing leadership.

About the CDO Club

The CDO Club is the world's largest community of C-suite digital and data leaders. Our 1,500+ registered members receive access to breaking news, original research, career development support, networking opportunities, and inspirational events. For more information, visit: <http://CDOClub.com>.

About Direct Marketing Association (DMA)

The Direct Marketing Association (www.thedma.org), founded in 1917, is the world's largest trade association dedicated to advancing and protecting responsible data-driven marketing and the use of data for good. DMA represents thousands of companies and nonprofit organizations across the entire ecosystem of data-driven marketing – including supply and demand sides – and brings together all industry participants to address the most significant challenges and advance solutions that benefit the marketplace. DMA's solutions bring forward INNOVATION that accelerates business growth, EDUCATION that develops talent and ensures compliance with ethical and best

practices, and ADVOCACY that advances policies that support innovation and data-inspired creativity in marketing. DMA's signature event, &THEN, is the largest global event for data-driven marketing and attracts the industry's top leaders and practitioners from around the world.

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