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AAM Releases the 2010-2011 Marketing Program and Compensation Survey Report

With economic issues still unresolved and unemployment hovering near historic numbers, the Association for Accounting Marketing (AAM) commissioned a report to study and benchmark compensation across a number of marketing, business development and sales positions within the accounting industry.

Long dedicated to providing quality and reliable information to advance the disciplines of marketing and sales within the accounting industry and its member base, AAM released its "Marketing Program and Compensation Survey Report" for 2010-2011.

"Having access to current benchmarking data is essential for accounting firms in today's economic landscape," D. Scott Moore, AAM president, said. "This report explores in detail, marketing programs, resources, job design and compensation. Even firms with no immediate hiring plans are wise to monitor salary trends in the event of unplanned turnover or sudden opportunities for growth."

The arduous process of data-gathering began in May 2010 and initial returns were measured against other membership and survey demographics to confirm the validity of these results. From there, AAM determined that it would be appropriate to again open the survey for participation. A subsequent email distribution in February of 2011 resulted in an additional 72 participants with its initial 45 participants, totaling 117. The participants ranged in size from net revenues of just under \$2 million to more than \$350 million and are taken from a diverse geographic pool.

Participants were asked to provide information about their firm, their marketing philosophies and practices, marketing functions and resources, and the compensation paid to marketing employees. Competitive ranges, consisting of the middle 50 percent of the sample, focused on the responses most useful for comparative purposes.

With the data gathered, the final report explores how to use the data and explains the methodology of the survey. Information on participants, marketing philosophies and practices, statistics covering the resources of the marketing function, the compensation study (in summary form and by job) are discussed in the report.

"Companies continue to evaluate their compensation packages very closely not just to ensure labor costs are in line but also for growth opportunities," Moore said. "This report can be used to help do that by measuring how positions and companies compare in this national sampling."

The complete 2010-2011 Marketing Program and Compensation Survey Report is available to AAM members only. For information on the benefits of becoming an AAM member, visit www.accountingmarketing.org/meminfo.asp.

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The Association for Accounting Marketing (AAM) is the only association in the country formed specifically to enhance the accounting marketing and practice growth profession through education, networking and thought leadership. Founded in 1989, the association has more than 800 members, comprised of marketing professionals, business developers, CPAs, consultants, service providers, educators and students. AAM strives to help its members become more effective and valued practitioners and executive leaders. To learn more about AAM, please call 856-793-0806 or visit www.accountingmarketing.org.