

Women In Branding Association Launched

PRESS RELEASE: New York NY, 17-FEBRUARY-2015 – Global Association of Women in Branding (GLOWIB) and founder Beatrice Johnston are pleased to announce the launch of a network to provide resources and connections for women in branding. The purpose of the association is to educate, innovate and empower. GLOWIB is an organization dedicated to the collaboration, education and development of women in branding, marketing and design, as well as educating business owners on the role and function of branding in business.

Women in Branding (WIB) provides continuing education, networking opportunities, member collaboration, and optional certification to its members, as well as a member directory and Request for Proposal (RFP) system for people interested in hiring qualified members of the profession for speaking, creative development and brand management.

Speaking in a recent interview, Beatrice Johnston explained, “I started this organization to connect women in branding because there is no other organization that does this. The only thing that comes close is the American Marketing Association, but they are not focused enough and they don't offer many resources for people in the industry.”

The organization will target brand strategists, brand managers, developers, marketers, graphic designers, advertisers, media researchers, social media managers and the like. Focus will be on established experts in the industry (mostly entrepreneurs) and those who want to make a career switch or deepen their understanding in their careers. Membership is free and there will be round table discussions, online courses, live and virtual events, templates, checklists, webinars and other resources for advanced learning and business growth.

Learn more about the aspirations and philosophy of the association by visiting the web pages online at <http://www.WomeninBranding.com> today. Members of the press and others who have further questions about the contents of this press release are encouraged to contact Beatrice Johnston at the location provided below.

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Summary: Women in Branding is a new for-profit organization created for women with specific leadership and support roles in the branding industry. It is the first of its kind and offers a platform to be noticed, get answers and move forward.