

Green, Red and Black: Sustainable Business Practices in Tough Times and Beyond



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Nancy Costopulos is Chief Marketing Officer at the American Marketing Association (AMA), the largest marketing association in North America. Its nearly 40,000 members collectively represent the nation's most senior marketing practitioners, researchers, luminaries and educators. Since coming to AMA in 1997, Nancy has spearheaded marketing and brand management for the AMA, including strategic planning for the organization, advertising sales, sponsorship, event marketing for AMA's 75+ events per year, relationship management with AMA's professional and collegiate chapters and membership professional development. Nancy also directed the re-launch of MarketingPower.com, the AMA's ultimate Internet destination for marketers.

Prior to joining the AMA, Nancy held key marketing positions in the non-profit sector including the Los Angeles Zoo, which has one of the largest membership programs in the country and the Chicago Botanic Garden. Nancy has also held positions with Computer Associates in Los Angeles, where she specialized in sales of mainframe software solutions for large businesses. She also worked with the Russ Reid Company, an advertising agency in Pasadena, California, which specializes in direct marketing, strategic planning, and public relations for nonprofit organizations.

Nancy's business career began with the Beatrice Foods Company where she served for six years. During her time there, she was part of an international team responsible for launching a new division, LouvreDrape of Canada, in Toronto, Canada in 1984.