

Chartered status boosts career credibility

Chris Banting, one of the youngest ever Chartered Marketers at 26, says investment in continuing professional development has paid dividends for him.

Banting gained a postgraduate diploma from The Chartered Institute of Marketing in 2005. Having won The Institute's Top Student award, he was promoted to marketing manager by his

employers at Righttrack, a training consultancy. He has now achieved Chartered Marketer status. "This adds to my credibility as a marketer," says Banting.

"Since Chris joined us we've gone from strength to strength," says Righttrack managing director Kasmin Cooney. "His professional education has given him an appreciation of the wider strategic issues."