



The Professional Association:

Marketing and Sales Executives of Detroit (MSED), founded in 1988, is an organization for marketing and sales professionals in Southeastern Michigan. It provides members with an ongoing platform for idea exchange, professional development and new business opportunities.

MSED provides scholarships to local college students, supports Junior Achievement of Southeast Michigan and Focus: HOPE. Over the past five years, MSED has raised over \$100,000 for these local business-focused charities and has awarded scholarships totaling more than \$50,000 to students pursuing sales and marketing careers.

MSED conducts approximately 12 meetings, seminars and educational events each year for networking, professional development and scholarship fund-raising purposes.

Our Purpose:

The specific purpose of MSED is to assist sales and marketing executives in their professional work. It provides for the exchange of ideas and enables executives to keep abreast of new ideas and techniques. It also provides a point of contact for management people with like interests.

MSED helps members win business, keep current on industry trends and issues, earn promotions and recruit "top drawer" sales and marketing talent. MSED works hard to create an environment where our members have access to senior executives in the Detroit area.

Vision:

To become the area's leading multi-industry sales and marketing organization dedicated to enhancing the professionalism of its members through networking, continuing development opportunities and commitment to community service.

Our Members:

Generally, the following job titles are used to qualify potential members and allow for the association to maintain a well-balanced membership:

- VP of Sales, Sales Manager or Executive in Charge of Sales
- VP of Marketing, Marketing Director or Executive in Charge of Marketing
- Marketing Counselor or Consultant
- Sales Training Director or Consultant
- Principal/Owner(s) of a Company
- Sales or Marketing Educator

Industries Represented: Automotive, Consulting, Public Relations, Computer Technology, Media, Recruiting & Staffing, Marketing & Advertising, Accounting, and Education & Training.

Marketing and Sales Executives of Detroit
c/o Meeting Coordinators
P.O. Box 99463
Troy, MI 48099
(248) 643-6590 ~ Fax (248) 643-9685
www.msedetroit.org