

Northern California Chapter of Business Marketing Association (BMA) Teams with EMC Women's Leadership Forum to Present B2B Marketing Events

Leading B2B Marketing Association Expands Reach of Popular Evening Event Program

San Jose, CA – September 19, 2011— The Northern California Chapter of the Business Marketing Association (BMA) today announced it is teaming with EMC Women's Leadership Forum (WLC) to offer its ongoing series of evening marketing programs for business to business (B2B) marketers.

As the sponsor of the Evening Event Series, EMC has begun hosting the monthly events at its facility in Santa Clara, CA, beginning with the recent August 24 event, which featured consultant Pam Fox Rollins on "Accelerate Your Marketing Career: Marketing Leadership as You Rise."

"We're excited to be working with EMC as our Evening Event sponsor," said Niti Agrawal, Chapter Vice President of Programs. "As our evening series continues to grow in popularity, EMC's sponsorship provides the venue we'll need to support our top-notch speakers moving forward."

"We're thrilled to partner with the BMA to help make high quality speakers and informative programs available not only to EMC employees but to many other business professionals in Silicon Valley," said Sheryl Chamberlain, President, EMC Women's Leadership Forum West Coast.

Over the last year, the BMA Evening Event series has attracted speakers from such well-known Silicon Valley companies as Google, Citrix, HP, SAP, Cisco, and NetApp, as well as Viralogy, Symmetricom, the Mobile Marketing Association, Robbie Baxter of Peninsula Strategies, and Charlene Li of the Altimeter Group.

Upcoming events include a panel on international marketing led by consultant Lucie Newcomb of NewComm Global in September, a discussion on Google+ by Google's Gopi Kalliyani in October, and a presentation by The Sheehan Group on customer engagement in November.

The BMA Evening Event Series is held on the fourth Wednesday of the month from 5:30-8pm at EMC's facility, 2831 Mission College Boulevard, Santa Clara, CA. More information about upcoming events and registration is available at www.norcalbma.org.

About EMC

EMC Corporation is a global leader in enabling businesses and service providers to transform their operations and deliver IT as a service. Fundamental to this transformation is cloud computing. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyze their most valuable asset — information — in a more agile, trusted and cost-efficient way. Additional information about EMC can be found at www.EMC.com.

About NorCal BMA

Established in San Francisco in 1938, the Northern California chapter of the Business Marketing Association is the leading business-to-business (B2B) marketing organization in the San Francisco Bay Area and Silicon Valley. The group offers a robust set of programs to members and the marketing community at large, including a series of regular roundtables on various marketing topics, as well as monthly educational and social events, networking, resources and B2B job listings.

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