

# SALES & MARKETING LEADERSHIP ALLIANCE

A cross-industry, professional development organization, the SMLA serves seasoned professionals whose primary responsibility is generating revenue or developing and managing their brand

## MEMBER BENEFITS

Free access to our monthly events in San Diego, Orange County and Los Angeles

"Know before you go"- receive a list of registered attendees the night before the event

Participation in our monthly "Success Trios" & ability to request specific Trio members

Two free guest passes – good for one event each  
Member profiles and links on our website

Opportunity to be a Member spotlight at our meetings

## MEMBER INSIGHTS

**100%** Topics Relevant

**85%** Received Business Leads

**85%** Referred Others to SMLA

**70%** Applied Insights to their Business

## MEMBER DEMOGRAPHICS



Sales  
32%



Marketing  
22%



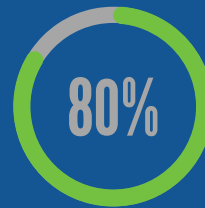
CEO/Owner  
20%



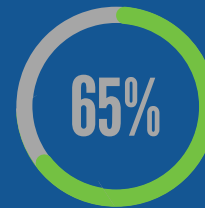
Consultant  
21%



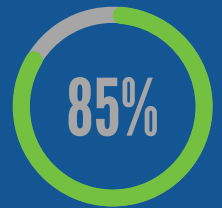
Operations  
5%



< 100  
EMPLOYEES



20+ YEARS  
EXPERIENCE



COMPANY  
REVENUE  
<\$100M

## INDUSTRIES

