

# MediaMath's New Marketing Institute (NMI) Wins Two Gold Awards for Learning and Development from Brandon Hall Group

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NEW YORK, Sept. 26, 2016 /PRNewswire/ -- [New Marketing Institute](#) (NMI), the educational arm of [MediaMath](#), won two coveted Brandon Hall Group gold awards for excellence in the "Best Unique or Innovative Learning & Development Program" for its Marketing Engineer Program and "Best Certification Program" categories. The winners are listed at <http://www.brandonhall.com/excellenceawards/past-winners.php>



MediaMath founded the New Marketing Institute in 2012 to address the growing skills gap from clients, partners and applicants. These award wins from Brandon Hall signify the steps MediaMath is taking to push the entire marketing industry towards change – placing an increased emphasis on learning and education. NMI Certifications courses have evolved to cover more specialized and niche areas of programmatic advertising and digital marketing.

"We are so thrilled to be honored with two gold award wins for innovation in education from Brandon Hall," said Elise James-DeCruise, Vice President of the New Marketing Institute. "I am lucky to work every day with such talented colleagues, with the unified goal of bringing attention to the importance of continued education."

"Winning a Brandon Hall Group Excellence Award means an organization is an elite innovator within Human Capital Management. The award signifies that the organization's work represents a leading practice in that HCM function," said Rachel Cooke, Chief Operating Officer of Brandon Hall Group and head of the awards program. "Their achievement is also notable because of the positive impact their work in HCM has on business results. All award winners have to demonstrate a measurable benefit to the business, not just the HCM operation. That's an important distinction. Our HCM award winners are helping to transform the business."

The award entries were evaluated by a panel of veteran, independent senior industry experts, Brandon Hall Group analysts and executives based upon the following criteria: fit the need, design of the program, functionality, innovation, and overall measureable benefits.

Excellence Award winners will be honored at Brandon Hall Group's [HCM Excellence Conference](#) January 24-27, 2017, at the PGA National Resort in Palm Beach Gardens, Florida.

"Every part of our conference – our workshops, general sessions, breakout sessions, as well as our sponsors and the technology solutions they offer – is focused on celebrating excellence from the previous year and helping all attendees gain new skills and insights to raise the bar for their organizations in the year ahead," Brandon Hall Group CEO Mike Cooke said. "This year we have put more effort than ever before in enabling attendees to share their experience and expertise with each other to optimize the learning and networking."

### **About MediaMath**

MediaMath ([www.mediamath.com](http://www.mediamath.com)) is a global technology company that's leading the movement to revolutionize traditional marketing and drive transformative results for marketers through its TerminalOne Marketing Operating System™. A pioneer in the industry introducing the first Demand-Side Platform (DSP) with the company's founding in 2007, MediaMath is the only company of its kind to empower marketers with an extensible, open platform to unleash the power of goal-based marketing at scale, transparently across the enterprise.

### **About New Marketing Institute (NMI)**

New Marketing Institute is the educational arm of MediaMath dedicated to educating, engaging and empowering marketers. In 2012, as the advertising technology industry rapidly grew, so too did the need for digitally-oriented highly skilled professionals. In order to meet this ever-growing demand for talent, New Marketing Institute (NMI) was formed to address the education and talent gap in our industry. New Marketing Institute provides customized training solutions to educate, engage and empower marketing professionals globally.

### **About Brandon Hall Group**

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition and Workforce Management. With more than 10,000 clients globally and 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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