



## The CIPD appoints Reform to oversee their Search strategy

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The Chartered Institute of Personnel & Development (CIPD) has appointed independent search marketing consultancy Reform to handle its search marketing strategy for its portfolio of brands.

Reform will be tasked with the development of the search marketing strategy for the CIPD brand ([www.cipd.co.uk](http://www.cipd.co.uk)), for People Management ([www.peoplemanagement.co.uk](http://www.peoplemanagement.co.uk)) and for HR-Inform, the CIPD's new subscription service. Reform will also provide strategic support to help the CIPD business to scope new members and new markets via digital platforms.

On Reform's appointment and on the task ahead, Eileen Pevreall, Global, Information Services & Technology Director at the CIPD said: "Search is an important marketing and information distribution channel for our business. Reform will be helping us to consolidate our search marketing activities and to maximise our investment in this channel."

Amanda Davie, Director of Reform, said: "The CIPD is a hugely successful professional body and global brand. Like many membership organisations, Search marketing has become an important business tool for promoting its services and for attracting new members. We are looking forward to working with the CIPD as it enters an exciting phase of the organisation's growth."

### **-Ends-**

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### Notes to the Editors:

Reform is a search marketing firm with offices in London and New York. Reform develops practical search marketing solutions for clients – from marketing strategy and delivery, through to technology and operational consultancy, market research, auditing and training services.

Reform works with brands, in-house search and procurement teams, agencies, investors and trade bodies. Clients include the IPA, England 2018, the Chartered Institute of Personnel & Development, Toptable and Angel Investment Network.

For more information about Reform, please visit: <http://www.reformdigital.com>. Join the debate on innovation and change in the search industry with our LinkedIn group, The Reformers and follow Reform on Twitter at [www.twitter.com/reformdigital](http://www.twitter.com/reformdigital).