



AMERICAN MARKETING  
ASSOCIATION

## Professional Certified Marketer®

Marketing Management

# Kristina Hathaway

The American Marketing Association PCM® designation is earned by demonstrating a mastery of comprehensive marketing knowledge and best practices. Bearers of this certification have successfully completed a rigorous exam and are committed to upholding the highest standards in the marketing field.

July 22, 2023

DATE

July 22, 2026

EXPIRATION DATE

BENNIE F. JOHNSON, CEO  
AMERICAN MARKETING ASSOCIATION

