



Press Release

Czech Marketing Society Elects New Leadership

PhDr. Ladislava Knihová, Ph.D., MBA, elected President; Ing. Tomáš David and PhDr. Naděžda Krohová elected Vice Presidents.

Prague, 12 February 2026 – At its meeting held on 12 February 2026, the Presidium of the Czech Marketing Society (ČMS) elected new leadership. PhDr. Ladislava Knihová, Ph.D., MBA, was elected President of CMS. At the same time, Ing. Tomáš David and PhDr. Naděžda Krohová were elected Vice Presidents.

Under the new division of responsibilities, Ing. Tomáš David, in his role as Vice President, will be primarily responsible for the Society's economic and financial agenda, while PhDr. Naděžda Krohová, as Vice President, will focus mainly on partner relations and external cooperation.

Following her election, the new President of ČMS emphasised the importance of teamwork and community:

“Thank you for your trust, which I accept with humility and at the same time as a strong source of motivation. To me, CMS is above all a community of people who share the same enthusiasm for marketing — whether they come from business practice, agencies, companies, or academia. I would like everyone to feel welcome here and to have a space where they can find inspiration, continue learning, and openly share experience in an atmosphere of mutual respect. We will build on what has already proved successful, while also developing the themes that are shaping the profession today — from the responsible use of AI to trust, sustainability, and the ethical conduct of brands.”

The new leadership of ČMS will build on the Society's long-standing activities in research, professional education, expert events, and support for marketing practice. These activities also include the prestigious **Marketer of the Year** and **Marketer of the Year Junior** competitions, which recognise inspiring projects and personalities while also supporting the next generation of marketing talent.

The aim is to further strengthen the community dimension of CMS, connect different generations of marketers, and create an environment that helps members navigate both rapidly changing trends and the everyday challenges of the marketing profession.

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