



SALES AND MARKETING
EXECUTIVES INTERNATIONAL

**TOPS IN MARKETING AWARD
HONOREES**

- 1995** **Nicholas Imparato, Ph.D.**, Professor of Marketing and Management, University of San Francisco
- 1994** **Dr. Stephen R. Covey**, Founder and Chairman, Covey Leadership Center, Provo, Utah
- 1993** **Herbert D. Kelleher**, Chairman, President and CEO, Southwest Airlines Company, Dallas, Texas
- 1992** **Donald R. Keough**, President, The Coca Cola Company, Atlanta, Georgia
- 1991** **Robert W. Galvin**, Chairman of the Executive Committee, Motorola, Inc., Schaumburg, Illinois
- 1990** **John V. Roach**, President, CEO and Chairman of the Board, Tandy Corporation, Fort Worth, Texas
- 1989** **Jack Trout and Al Ries**, Co-authors of **Positioning and Marketing Warfare**, Trout & Ries, Inc., New York, New York
- 1988** **Peter Coors**, President, Coors Brewing Division, Adolph Coors Company, Golden, Colorado
- 1987** **Thomas Curley**, President USA Today, Arlington, Virginia