

## **Proactive Worldwide's CEO Gary Maag Receives "Outstanding Marketing Alumnus" Award from Northern Illinois University**

**Schaumburg, IL, Nov. 4, 2009** – Competitive intelligence (CI) and decision support firm Proactive Worldwide, Inc. announced that its Chairman and CEO, Gary D. Maag, has been honored as an "Outstanding Marketing Alumnus" by Northern Illinois University in DeKalb, Illinois. The award was presented at the Marketing Honor Society's Annual Scholars' Ceremony on November 3.

Mr. Maag was chosen for his professional accomplishments as a business owner as well as for giving back to NIU's Department of Marketing by remaining in contact with faculty and students, sharing his expertise through guest lectures, and hiring NIU graduates as interns, analysts, and researchers.

"At NIU, I learned how to navigate a path of my own to achieve my goals with the help of NIU faculty and advisors," said Mr. Maag (B.A., Marketing) in accepting the award. "I learned to make the most out of leadership positions and how to open doors...which eventually landed me my first job at [advertising agency] Leo Burnett & Co."

In introducing Mr. Maag at the award ceremony, Dr. Rick Ridnour, NIU Marketing Professor, noted that "NIU alumni have gone on to distinguish themselves and Northern in countless ways. Our awards program seeks to recognize some of those outstanding individuals who have achieved great success in their personal and professional lives."

Mr. Maag also observed, "Besides teaching the science of business, NIU also taught me the art of emulating the critical behaviors that all business people should demonstrate... a strong work ethic, a sense of gratitude, and the need to contribute to make a difference in people's lives." He added, "These are the same principles that I apply every day as a business owner."

NIU is a comprehensive teaching and research institution with a diverse student body of more than 25,000.

### **About Proactive Worldwide, Inc.**

Based outside Chicago, IL, Proactive Worldwide, Inc. specializes in customized decision support research and consulting for U.S. and multinational clients. The company is in the business of obtaining raw data, analyzing it, and identifying relevant strategic and tactical steps that clients can take to stay Out in Front<sup>®</sup> of the competition. Its multi-lingual staff has been providing CI services for over 14 years in the fields of life sciences, financial services, technology and telecommunications, and consumer and industrial goods. For more information, call 847-483-9300, and visit [www.proactiveworldwide.com](http://www.proactiveworldwide.com).

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