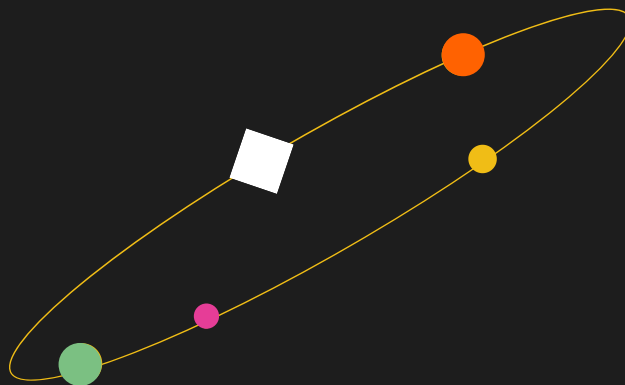


ProveoMark



The Customer Marketing Universe, Defined.

Launched 2026 • India | USA

Every profession eventually reaches a moment when practice alone is no longer enough. It needs shared knowledge. Recognised expertise. Better ways to develop capability. Independent ways to prove skill. Technology intelligence. Measurement frameworks. And experienced practitioners willing to help shape what comes next.

Customer Marketing has reached that moment.

ProveoMark is building the professional infrastructure around it.

Customer Marketing Has Grown Up. Its Infrastructure Needs To Catch Up.

Customer Marketing has evolved far beyond customer stories and advocacy programmes.

Today, practitioners are building communities, managing references, driving reviews and referrals, influencing revenue, creating customer proof, supporting sales, advising product teams, strengthening retention, and helping organisations build deeper relationships with their customers.

The expectations have grown. The profession has grown. But much of the infrastructure surrounding the people doing the work has not.

Expertise is still learned inconsistently. Professional capability is difficult to demonstrate independently. Teams are often expected to build programmes without structured foundations. Technology decisions remain fragmented across an increasingly complex landscape. And some of the profession's most valuable knowledge remains locked inside the experiences of individual practitioners.

ProveoMark was created to help close that gap.

“Customer Marketing has grown into a profession. The infrastructure around the people doing the work needs to grow with it.”

Aparna Sharon Isa Dass, Founder of ProveoMark

Building the Professional Infrastructure Around Customer Marketing

ProveoMark is a professional standards and capability platform built to advance the Customer Marketing profession.

Launched in 2026, with presence in India and the United States, ProveoMark brings together professional education, independent certifications, enterprise capability development, practitioner expertise, Customer Marketing technology intelligence, industry research, and practical measurement tools within one interconnected ecosystem.

The platform is designed for the people and organisations shaping modern Customer Marketing.

For professionals, ProveoMark creates opportunities to build knowledge, demonstrate expertise, understand the technology landscape, and learn from experienced practitioners.

For enterprises, it provides structured ways to develop stronger Customer Marketing capability across teams.

For experienced practitioners, it creates opportunities to share expertise, mentor others, and contribute to the continued development of the profession.

For Customer Marketing technology companies, it creates greater visibility, clearer product intelligence, and stronger connections with the professionals evaluating and using their platforms.

ProveoMark is not built around one programme, one credential, or one community. It is an ecosystem designed around the profession itself.

OUR MISSION

Helping Customer Marketing Build What Comes Next

ProveoMark exists to help Customer Marketing evolve into a recognised profession supported by stronger foundations, trusted credentials, measurable impact, accessible industry intelligence, and a community committed to moving the discipline forward.

The ambition is not to define Customer Marketing from the top down. It is to create infrastructure through which the people building the profession can develop, demonstrate, share, and advance their expertise.

*The tilting O is not static...
it tilts signalling motion, momentum, and the
dynamic nature of modern marketing ecosystems.
Its a circle in orbit, never at rest*

Latin — to provide, supply, make ready.

ProveoMark

*The credential of permance and recognition.
Make your mark in customer marketing ecosystem.*

Every part of ProveoMark is built around that duality.

Proof
and identity.

Capability
and recognition.

Individual growth
and collective progress.

Seven Parts. One Profession.

ProveoMark brings together seven interconnected areas designed around the professional development and advancement of Customer Marketing.

Foundations

Where Customer Marketing capability begins.

Practitioner built foundational education across the disciplines shaping modern Customer Marketing. Foundations help professionals understand the principles, frameworks, and practices behind Customer Advocacy, Community, References, Reviews, Referrals, Customer Storytelling, Lifecycle Marketing, and other areas of the profession.

Tool Fluency Certifications

Know the technology. Prove you can use it.

Independent certifications designed to help professionals demonstrate practical knowledge of the platforms used across Customer Marketing. Certifications give practitioners a way to build credible evidence of tool fluency that can travel with them throughout their careers.

Journey Builders

Experience that helps move the profession forward.

Journey Builders are experienced Customer Marketing practitioners personally invited or carefully selected by ProveoMark based on their experience, reputation, and willingness to contribute to the profession. Through enterprise workshops, mentoring, advisory sessions, and collaborative learning, Journey Builders help translate real world experience into stronger professional capability.

ProveoMark@Work

Professional capability development for Customer Marketing teams.

ProveoMark@Work brings foundational education, professional certifications, and practitioner led workshops together within structured enterprise capability programmes. Organisations can build programmes around the specific disciplines, skills, and priorities their Customer Marketing teams need.

Customer Marketing Technology Directory

The CustomerMarketing technology landscape, mapped.

An independent directory designed to help professionals discover, understand, and evaluate the technology supporting modern Customer Marketing programmes. The directory brings together product information, programme use cases, integrations, certifications, resources, and other intelligence in one place.

Proof Engine

Better ways to demonstrate Customer Marketing impact.

A collection of free measurement tools designed to help practitioners understand, calculate, and communicate the business impact of Customer Marketing programmes. Each calculator brings together publicly available research, industry surveys, and established methodologies to provide practical frameworks for measuring Reviews, References, Referrals, Advocacy, and other areas of the discipline.

Signals

The stories, research, and ideas shaping the profession.

Signals is ProveoMark's editorial and intelligence platform. It brings together partner stories, industry research, original perspectives, media coverage, reports, resources, and conversations documenting how Customer Marketing is evolving.

THE FOUNDER

Aparna Sharon Isa Dass

An award winning Customer Marketing leader, industry voice, podcast host, and Founder of ProveoMark.

With more than 15 years of experience spanning customer experience, journalism, public relations, content strategy, sales enablement, advocacy, community, and Customer Marketing, Aparna has built her career around understanding how organisations turn customer relationships into influence, advocacy, and measurable business growth.

Her professional journey has included roles with organisations including American Express, Franchise India, Media Bugs UK, BirdEye, and Cvent.

Across her Customer Marketing career, Aparna has built and scaled global advocacy, referral, reference, review, community, and customer engagement programmes aligned to pipeline and revenue objectives.

Her work has contributed to a 203 percent increase in referrals, 65 percent growth in referenceable customer data, and campaigns delivering 10 times ROI across North America, Europe, ANZ, and APAC.

Aparna was recognised among Customer Marketing Alliance's Top 100 Global Influencers in 2025 and is a three time BAMMIES winner.

She is also the creator and host of The Loyal-Tea Talks Podcast, where she has interviewed Customer Marketing and business professionals from organisations including F5, HubSpot, Canva, Siemens, and others.

In 2026, she launched ProveoMark to help build the professional infrastructure Customer Marketing needs as it matures.

A Career Built Around Listening, Storytelling, Customers, and Proof

Before building ProveoMark, Aparna spent more than 15 years working across industries and disciplines that would eventually shape the company's philosophy.

She began her professional journey in customer experience. She moved into journalism and public relations, learning how stories are discovered, documented, and communicated. Her career evolved through content strategy, marketing, training, customer advocacy, community, and Customer Marketing.

Across those experiences, one theme remained constant. The customer.

Listening to customers. Understanding their experiences. Turning those experiences into stories. Building programmes around their voices. Connecting customer participation with measurable business outcomes. And eventually, understanding the challenges faced by the professionals responsible for doing that work.

Over the years, Aparna saw Customer Marketing grow rapidly in strategic importance. But she also saw professionals repeatedly encountering the same challenges.

Where do you learn the discipline?

How do you demonstrate expertise?

How do organisations develop stronger teams?

How do professionals navigate an increasingly complex technology landscape?

How do Customer Marketing teams demonstrate business impact?

How can experienced practitioners continue contributing their knowledge to the next generation?

Those questions became the foundation for ProveoMark.

“I did not build ProveoMark because I believed one company should have all the answers. I built it because I kept seeing the same questions across the profession and realised we needed better infrastructure to answer them together.”

Built From Practice. Backed By Experience.

15+

Years of Professional Experience

Across customer experience, journalism, PR, content, marketing, advocacy, community, and Customer Marketing.

Top 100

Recognised by Customer Marketing Alliance in 2025.

3x

Three Time BMMIES Winner

Recognition for excellence and impact within Customer Marketing and advocacy.

203%

Increase in Referrals

Delivered through global Customer Marketing programme development.

65%

Growth in Referenceable Customer Data

Building stronger customer participation and advocacy infrastructure.

10x

Campaign ROI

Delivered through Customer Marketing initiatives across global markets.

Global

Global Programme Experience

Across North America, Europe, ANZ, and APAC.

Conversations With The People Building Customer Marketing

The Loyal-TeaTalks Podcast is an independent platform for candid conversations about Customer Marketing, advocacy, loyalty, community, customer experience, and the realities of building programmes that deliver measurable impact.

Created and hosted by Aparna Sharon Isa Dass, the podcast moves beyond surface level conversations to explore how professionals are solving problems, navigating organisational challenges, experimenting with new approaches, and shaping the future of the discipline.

The show has featured professionals from organisations including F5, HubSpot, Canva, Siemens, and other global companies.

Through these conversations, The Loyal Tea Talks Podcast documents something central to the ProveoMark philosophy.

The profession moves forward when practitioners share what they have learned.



What ProveoMark Believes

Customer Marketing deserves professional infrastructure.

The discipline has grown too important to rely entirely on fragmented learning, inconsistent recognition, and knowledge passed informally between practitioners.

Expertise should be demonstrable.

Professionals need credible ways to show what they know, what they can do, and how their capabilities are evolving.

The best knowledge often comes from practitioners.

People who have built programmes, navigated challenges, made mistakes, measured outcomes, and learned from experience have an important role in developing the next generation of professionals.

Customer Marketing must become better at proving its impact.

The profession should not simply ask for greater recognition. It must build stronger ways to demonstrate its contribution to customers, revenue, growth, and the wider business.

No single company should define the profession.

Customer Marketing will move forward through the collective experiences, perspectives, debates, and contributions of the people building it.

Founder Quotes

“Customer Marketing has grown into a profession. The infrastructure around the people doing the work needs to grow with it.”

“Too much Customer Marketing expertise is still learned in isolation, recognised inconsistently, and measured differently from one organisation to the next. ProveoMark exists to help change that.”

“The future of Customer Marketing will not be shaped by one company or one voice. It will be shaped by practitioners willing to share what they have learned and build better standards together.”

“Customer Marketing should not have to keep proving that it deserves a seat at the table. We need to get better at proving what happens because we are there.”

“The strongest professions are not built by protecting knowledge. They are built when experienced people make it easier for the next generation to go further.”

“The customer may be at the centre of the business, but the professionals responsible for turning that relationship into growth need better infrastructure around them.”

Talk To Us About

Available for media commentary, interviews, podcasts, panels, and speaking opportunities covering:

- Customer Marketing
- Customer Advocacy
- Customer Proof
- Customer References
- Customer Storytelling
- Artificial Intelligence in Customer Marketing
- Building Customer Marketing Teams
- Customer Led Growth
- What Executives Want From Customer Marketing
- The Changing Role of the Customer Marketer
- The evolution of Customer Marketing as a profession
- Customer Communities
- Customer Reviews
- Customer Referral Programmes
- Customer Marketing Technology
- Professional Standards and Certifications
- Career Development in Customer Marketing
- Measuring Customer Marketing ROI
- The Future of Customer Marketing

FAST FACTS

ProveoMark At A Glance

Company	ProveoMark
Founded	2026
Registered	India and the United States of America
Founder	Aparna Sharon Isa Dass
Industry	Customer Marketing
Company Focus	Professional standards, capability development, certifications, practitioner education, technology intelligence, industry research, and measurement.
Founder Recognition	Customer Marketing Alliance Top 100 Global Influencer 2025 • Three Time BAMMIES Winner
Podcast	The Loyal-Tea Talks Podcast
Website	www.proveomark.com
Media Contact	media@proveomark.com

For Media Use

APPROVED SHORT BOILERPLATE

ProveoMark is a professional standards and capability platform built to advance the Customer Marketing profession through independent certifications, practitioner led education, enterprise capability programmes, technology intelligence, industry research, and practical measurement tools.

APPROVED MEDIUM BOILERPLATE

ProveoMark is a professional standards and capability platform built to advance the Customer Marketing profession.

Launched in 2026, with presence in India and the United States, ProveoMark brings together foundational education, independent professional certifications, enterprise capability development, Customer Marketing technology intelligence, industry research, measurement tools, and an ecosystem of experienced practitioners.

The platform helps professionals develop and demonstrate expertise, organisations build stronger Customer Marketing capability, and the wider industry access the knowledge, tools, and infrastructure needed to move the profession forward.

APPROVED LARGE BOILERPLATE

ProveoMark is a professional standards and capability platform dedicated to advancing the Customer Marketing profession.

Launched in 2026, with presence in India and the United States, ProveoMark was created to address the growing need for stronger professional infrastructure around Customer Marketing.

Through foundational education, independent certifications, enterprise capability programmes, the Journey Builder practitioner network, Customer Marketing technology intelligence, industry research, editorial content, and practical measurement tools, ProveoMark creates new ways for professionals and organisations to develop, demonstrate, recognise, and strengthen Customer Marketing expertise.

ProveoMark's interconnected ecosystem includes Foundations, Tool Fluency Certifications, Journey Builders, ProveoMark@Work, the Customer Marketing Technology Directory, Proof Engine, and Signals.

Together, these initiatives support the larger mission: helping Customer Marketing evolve into a recognised profession supported by stronger foundations, trusted expertise, measurable impact, accessible industry intelligence, and a community committed to moving the discipline forward.

The ProveoMark Identity

ProveoMark's visual identity is built around high contrast, editorial clarity, and a distinctive colour system.

Black and white lead the visual language. Orange provides the primary accent. Yellow, green, and pink support the wider ProveoMark ecosystem.

Cormorant Garamond creates editorial character across key brand moments, while Outfit provides clarity and consistency across supporting copy.

Black #1D1D1D	White #FFFFFF	Orange #FF6300	Yellow #F0BD16	Green #7BC081	Pink #E63D96
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The ProveoMark identity reflects the philosophy behind the company itself.

<i>Structured, but not institutional.</i>	<i>Credible, but not corporate.</i>	<i>Distinctive, but built to last.</i>
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MEDIA CONTACT

Reach The Centre

For media enquiries, interviews, commentary, podcast appearances, speaking opportunities, and company information:

media@proveomark.com

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