

Sample form, not for offline completion.

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*Marketer of the Year

Overview

*Member

CMA presents a Marketer of the Year Award to a Canadian individual who displays outstanding marketing acumen and leadership over the last year. The Marketer of the Year winner is selected by a committee of senior level marketing executives, chosen by CMA's CEO.

The honour is awarded to a Canadian who demonstrates outstanding creativity and strategic acumen that advances business goals and delivers powerful results, future forward-thinking, an innovative approach and leadership over the last year. They also demonstrate a commitment to the marketing profession through their active involvement and advocacy.

Specific criteria can include Marketing Leadership, Business Success, and Industry Support / Contribution.

Who Should Enter

Any individual may nominate a Canadian individual who they feel meets the criteria over the last year. Individuals may also self-nominate.

The application (self-submitted or submitted on their behalf) window is from mid-July through August 29, 2024 and contains:

Brief Biography / Overview

Marketing Leadership – How the nominee demonstrated exceptional creativity, marketing and strategic acumen and leadership in their organization.

Business Success - Examples of how these skills translated into business success for the organization and what innovative thinking lead to this success.

Industry Support/Contribution - How the nominee advanced the cause of Canadian marketing by being actively involved in and advocating for the profession.

Judging & Awarding

The judges will be made up of a panel of prominent marketing professionals and the CEO of the Canadian Marketing Association. The recipient of this award will be notified in early October.

1. Choose a **category**
2. **Name** your entry
3. Select a **discipline**

If you would like to enter into multiple categories, feel free to copy your entry via *My entries*.

Campaign Name

Company name

Country

CAN
USA

Province (of Applicant)

Ontario
Alberta
British Columbia
Manitoba
New Brunswick
Newfoundland and Labrador
Northwest Territories
Nova Scotia
Nunavut
Prince Edward Island
...

Phone Number

DO NOT include the agency name in the body of text entered in the fields below. **DO NOT** include if this campaign was done pro bono.

MOTY Bio

2500 characters

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