



Toronto, July 7, 2023

Subject: Congratulations on Receiving the Fellowship of the Chartered Institute of Marketing Management of Ontario (CIMMO)

Dear Nicholas Di Cuia,

On behalf of the Chartered Institute of Marketing Management of Ontario (CIMMO), I am thrilled to extend my warmest congratulations to you on being awarded the prestigious Fellowship of CIMMO. Your exceptional contributions to the field of marketing, commitment to ethical standards, and dedication to mentorship have earned you this distinguished honor.

The Fellowship of CIMMO is a mark of distinction and excellence, and you have truly demonstrated outstanding professional achievements throughout your career. Your remarkable leadership, innovative strategies, and impactful marketing campaigns have not only brought success to organizations but have also influenced and advanced the marketing profession.

Your thought leadership and contributions to marketing theory, research, and practice have been truly inspiring. The publications you have authored, the keynote presentations you have delivered, and your active involvement in shaping marketing policies and guidelines have made a significant impact on the industry. Your commitment to continuous learning and professional development further exemplifies your dedication to staying at the forefront of the ever-evolving marketing landscape.

One of the key factors that made your candidacy for the Fellowship truly exceptional is your unwavering commitment to ethical marketing practices. Your consistent adherence to principles of integrity, honesty, fairness, and respect for consumers and stakeholders have set you apart as a role model in the marketing profession. Your contributions to promoting responsible marketing practices have not only elevated your own reputation but have also inspired others to follow in your footsteps.

Moreover, your passion for mentorship and support for new marketers and internationally trained professionals is commendable. Your willingness to guide and empower emerging marketers, as well as your efforts to assist internationally trained professionals in their integration into the industry, exemplify your commitment to the growth and development of the marketing community as a whole.



As a Fellow of CIMMO, you join a prestigious community of marketing professionals who have achieved excellence in their careers. This recognition opens up exciting opportunities for networking, collaboration, and thought leadership within CIMMO and the marketing

ecosystem. We look forward to your active engagement in CIMMO's initiatives, committees, and events, where your expertise and insights will undoubtedly enrich our community.

Once again, congratulations on this exceptional achievement. The Fellowship of CIMMO is a testament to your hard work, dedication, and remarkable contributions to the marketing profession. We are proud to welcome you as a Fellow and look forward to celebrating your achievements at the official ceremony.

Please do not hesitate to reach out to us if you have any questions or require any further information. Once again, congratulations on this well-deserved honor.

Warm regards,

A handwritten signature in black ink, appearing to read "Dr. Youssef Youssef", with a long horizontal flourish extending to the right.

Dr. Youssef Youssef CPM
President and Vice Chair
Chartered Institute of Marketing Management of Ontario (CIMMO)