



Chartered Marketer - Reference – Marketing Leadership

On behalf of the Chartered Marketer application who has approached you to be a reference, please fill out all relevant sections below and return directly to CMA by email (certificationmanager@thecma.ca) or by mail

Attention: Certification Manager
Canadian Marketing Association
55 University Ave, Suite 603
Toronto ON, M5J 2H7

Date:

Contact Details:

Name:

Address:

Phone Number:

Email:

Website:

☐ I confirm that I have known the applicant in a business capacity for at least 2 years

Please ensure you sign and date on page 3 to complete the reference.



Marketing Leadership

Please indicate in the table below the number of years you have seen the following Marketing Leadership categories demonstrated by the applicant and give specific details as to tasks, successes and responsibility of how Leadership has been demonstrated:

Leadership Categories	Number of Years Observed	Ways Experience Has Been Demonstrated
Strategy Development/Execution		
Budgeting/Spending Decisions		
Major Operational Decisions		
People Management (size of team/department/direct reports, competencies in management like conflict resolution, delegation, etc)		

Please include any additional information you feel is relevant to the applicant's leadership in marketing that is not already reflected above.

Marketing Leadership Additional Comments:



Signature

Please sign and date below to acknowledge that you have completed this reference to the best of your knowledge and that you are willing to be contacted by CMA and/or a 3rd party Review Committee member for the purposes of discussing the information presented herein.

Signature

Date