

Mike Kujawski

Managing Partner & Senior Consultant
CEPSM.ca

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 CANADA



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SUMMARY

Mike Kujawski is the Managing Partner of CEPSM.ca, where he currently acts as a senior consultant, trainer and professional speaker for major government, non-profit, and association clients in Canada and around the globe. Mike's specialty areas include strategic marketing and communications, digital/social media strategy development, personal and organizational branding, social network analysis, and social behaviour change marketing. His specific niche revolves around helping public sector and non-profit organizations excel in the modern disruptive digital landscape and to embrace customer centricity. He is frequently asked to keynote at major conferences and events covering a variety of topics in this area, ranging from the latest trends occurring in marketing/communications to the coming impact of artificial intelligence, augmented reality and blockchain technology.

Mike's consulting, training and speaking stretches across four continents and has involved a variety of industries ranging from health and justice to engineering and law. The scope of his work often includes strategic planning, market research and analysis, organizational restructuring, governance, risk management, as well as staffing and policy recommendations to help organizations better embrace a digital-first mindset. Some of Mike's consulting clients include Public Safety Canada, Elections Canada, Office of the Auditor General, Treasury Board Secretariat, Health Canada, Justice Canada, Lakehead District School Board, the Government of Kazakhstan, and the Government of Tanzania. As a trainer, Mike has delivered public and in-house training workshops across Canada and internationally to thousands of public servants and non-profit workers. He co-developed and instructed the Professional Certificate in Public Sector Marketing Program at Carleton University as well as the Social Media Engagement Certificate at Brandon University, both geared specifically at the public and non-profit sectors. Mike holds a B.Com. (Hon) degree specializing in Marketing and International Business as well as various supplementary certifications related to the digital space. He is an avid reader, writer, and committed life-long learner.

SPECIFIC SKILLS PROFILE

Strategic Marketing; Market Analysis and Research; Digital Marketing; Social Media Engagement; Social Network Analysis; Strategic Communications; Social Media Marketing; Brand Strategy; Marketing Research; Social Marketing; Behaviour Change Communications; Web Presence Augmentation; Personal Branding; Reputation Management; Strategic Planning; Digital Governance

ADDITIONAL ASSETS

- Valid Personal and Organizational Government Security Clearance
- Trilingual (English, Polish, working-level French)
- Dual Citizenship & Passports (Canadian and Polish/E.U)
- Listed on Multiple Government Procurement Vehicles (including ProServices)

CURRENT ROLE

Managing Partner & Senior Consultant

2005-Present

Centre of Excellence for Public Sector Marketing - Ottawa, Ontario

- Co-owner and senior consultant at CEPISM
- Provides management consulting services to major government, non-profit and association clients
- Conducts public and private (in-house) training workshops across Canada and internationally
- Provides professional speaking services at various conferences, panels and events around the globe
- Manages daily CEPISM business operations and budget
- Manages the activities of CEPISM staff, senior consultants & associates
- Devises strategies to continually build the digital footprint of CEPISM and its staff/consultants
- Generates new business opportunities for CEPISM
- Creates new CEPISM product/service offerings to ensure year over year revenue growth
- Builds partnerships/relationships with other organizations that are aligned with the CEPISM mission

Consulting Clients

Agriculture & Agri-Food Canada	Grande Prairie Regional College
Baycrest Hospital	Health Canada
Baseball Canada	Human Resources and Skills Development Canada
Canadian Aquaculture Industry Alliance	Immigration and Refugee Board of Canada
Canada 150 Secretariat	Innovation, Science & Economic Development Canada
Canada Health Infoway	Infrastructure Ontario
Canada Mortgage and Housing Corporation	Institute of Public Administration of Canada
Canada Radio-telecommunications Commission	Lakehead District School Board
Canada Revenue Agency	Manitoba Government
Canadian Air Transport Security Authority	Museum of Nature
Canadian Association of Research Libraries	National Gallery of Canada
Canadian Centre for Substance Abuse	Northern Institute for Organizational Capacity
Canada Give Back	Office of the Auditor General
Canadian Heritage	Office of the Information Commissioner of Canada
Canadian Intellectual Property Office	Ontario 211
Canadian International Development Agency	Public Health Agency of Canada
Canada Mortgage and Housing Corporation	Public Health Sudbury & Districts
Canadian Public Service Agency	Public Safety Canada
Canadian Society for Exercise Physiology	Public Service Commission
Canadian Women's Health Health Centre	Public Service Human Resources Management Agency
Centre for Research and Innovation	Public Works & Government Services Canada
Citizenship and Immigration Canada	Region of Peel

City of Burlington City of Hamilton Commissioner of Canada Elections Community of Federal Regulators Competition Bureau County of Brant Department of Fisheries and Oceans Department of Foreign Affairs and International Trade Department of Justice Canada Department of National Defence Elections Canada Government of Kazakhstan Government of Tanzania	Saint Elizabeth Healthcare Saint Paul University Service Canada Social Sciences & Humanities Research Council Standards Council of Canada Thunder Bay District Health Unit Transport Canada Treasury Board Secretariat University of Ottawa Heart Institute United Nations Development Programme
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Professional Speaking & Training Clients

**The following list does not include CEPSM public training workshops (delivered approximately 5-7 times per year across Canada), nor does it include any speaking/training that was part of a consulting contract.*

Academy of Public Administration Adult Learning Institute Association of Consulting Engineering Companies Association of Professional Engineers and Geoscientists Atlantic Canada Opportunities Agency Baseball Canada Brandon University Brown Communications Calgary Association of Professional Coaches Canada 150 Secretariat Canada Cadets Canada E-Connect Tourism Canada Give Back Canada Health Infoway Canada Mortgage and Housing Corporation Canada Radio-television Communications Commission Canada Student Loans Program Canadian Air Transport Security Authority Canadian Animal Health Institute Canadian Centre for Substance Abuse Canadian Dental Association Canadian Golf Coaches Summit Canadian Heritage Canadian Immunization Conference Canadian Institute Canadian International Development Agency Canadian Marketing Association Canadian Memorial Chiropractic College	Government of Manitoba Government of Tanzania Grand Prairie Regional College Halifax Regional Municipality Health Canada Human Resources and Skills Development Canada Immaculata High School Immigration and Refuge board of Canada Indigenous and Northern Affairs Canada Industry Canada Information Commissioner of Canada Infonex Institute of Public Administration of Canada Intercomm Network International Development and Research Council International Federation of Consulting Engineers International Brotherhood of Electrical Workers Joint Economic Development Initiative Library and Archives Canada Marcom National Association of Federal Retirees National Gallery of Canada Natural Sciences and Engineering Research Council of Canada Northern Communicators Forum Northwest Territories Directors Retreat Office of Consumer Affairs Ontario 211 Ontario Ministry of Natural Resources Ontario Ministry of Revenue
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<p>Canadian Pharmacists Association Canadian Police College Canadian Public Relations Society Canadian School of Public Service Canadian Society of Association Executives Canadian Society of Club Mangers Canadian Women's Heart Health Centre Carleton University Chief Information Officer GoC Annual Meeting Citizenship and Immigration Canada City of Fredericton City of Hamilton Collaborative Management Day Commissioner of Canada Elections Conference Board of Canada Consulting Engineers of Ontario Delora Media Department of Foreign Affairs and International Trade Department of Fisheries and Oceans Department of Justice Elections Canada Environment and Climate Change Canada Farm Credit Canada Federal Community of Regulators Festivals and Events Ontario Florida Dairy Farmers Frontier in Knowledge International GovCamp Canada</p>	<p>Ottawa Association of Exposition Managers Ottawa Tourism Ottawa University Ottawa-Carleton District School Board Peterborough Economic Development Forum Podcamp Montreal Podcamp Toronto Polish Embassy Public Health Agency of Canada Public Safety Canada Public Service Engage Public Works and Government Services Canada Reed Construction Canada Royal Canadian Mounted Police Saint Elizabeth Healthcare Senate of Canada Service Canada Sports Leadership Conference Standards Council of Canada Statistics Canada Thunder Bay District Health Unit Tobacco Health Symposium Treasury Board of Canada United Nations Development Programme United Way Canada University of Manitoba World Social Marketing Conference World Spine Care</p>
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Select Podcast Interviews

- IABC The Voice –MARCOM Insights ([podcast](#)) – Tina Barton
- Gov2TV - Government 2.0 ([podcast](#)) – Walter Schwabe
- Blog Talk Radio – Government 2.0 & Public Sector Marketing ([podcast](#)) – Adriel Hampton
- Burn after Blogging: Experiences with PR, Social Media and Technology ([podcast](#)) – Sean Bailey
- Being Buff: Marketing the Social Economy ([episode #8](#)) – Robin Browne
- Six Pixels of Separation ([episode #124](#)) – Mitch Joel

Select Print Publications

- Club Manager Quarterly - Using Social Media to Gather Better Business Intelligence for Your Club (sole author)
- CEPSPM Workbook - Strategic Social Media Engagement in the Public Sector (sole author)
- IPAC Journal - Using Social Marketing to Promote Ethics in Tanzania's Public Service (multiple authors)
- The Customer Collective - [Selling through a slump](#) (multiple authors)

RELATED EMPLOYMENT HISTORY

Co-Director - Professional Certificate in Public Sector & Non-Profit Marketing 2007-2016
 Carleton University - Sprott School of Business – Ottawa, Ontario

- Co-developed the program and taught in-person modules on:
 - Marketing 101
 - Strategic Digital Engagement
 - Social Media Monitoring & Network Analysis

Co-Director – Strategic Social Media Engagement Certificate Program 2014-2015
 Brandon University - Rural Development Institute – Brandon, Manitoba

- Co-developed and delivered a hybrid online/in-person program on strategic social media engagement plan development. Modules included:
 - Understanding the Modern Digital Landscape
 - Formulating Your Social Media Engagement Plan
 - Listening and Monitoring
 - Assessing and Mitigating Risk
 - Governance and Human Resources
 - Crafting Your Message
 - Measuring Performance
 - Getting Your 360° Buy-in

Professor – Small Business Development 2005-2006
 Heritage College - Chelsea, Quebec

- Taught numerous courses in the Small Business Development Program (Distance Education) - created for Indigenous entrepreneurs looking to start a small business. Courses taught included:
 - Starting a Small Business
 - The Business Plan
 - MS Office Suite
 - Introduction to Marketing
 - Financial Planning
 - Performance Measurement
 - Website Design Basics

Consumer Marketing Officer 2004-2005
 Canada Post Corporation - Ottawa, Ontario

- Implemented and monitored national consumer marketing campaigns with over \$1M promotional budget
- Launched regional area marketing program to support local retail sales managers
- Managed consumer marketing group communications vehicles (web, learning seminar, newsletter)
- Coordinated special projects requiring expertise with cross-functional stakeholders (product, web, retail, merchandising, marketing communications, marketing research)

EDUCATION

Bachelor of Commerce (B.Com) Honours Degree

2001-2006

Carleton University - Ottawa, Ontario

- Double Major/Concentration: (1) International Business and (2) Marketing
- Teaching Assistant (TA) for:
 - Non-Profit Marketing
 - Integrated Marketing Communications
 - Marketing Management
 - Industrial Relations

Web Designer Certificate

2007

Algonquin College of Applied Arts & Technology - Ottawa, Ontario

- Comprehensive professional certificate program covering various elements of website design, usability and accessibility.