



**CHARTERED
MARKETER**

Attention: Some PDF functionality does not work in web browsers.
Please download to your computer and complete this form using
Adobe Acrobat Reader.

CHARTERED MARKETER – REFERENCE – MARKETING LEADERSHIP

On behalf of the Chartered Marketer applicant 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).

***All fields marked with an asterisk are mandatory**

*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

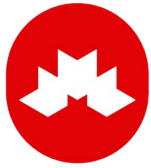
Please ensure you sign and date on page 3 to complete the reference.



CMA

Canadian
Marketing
Association

Contact Us:
CharteredMarketer.ca
certificationmanager@thecma.ca



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	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 such as conflict resolution, delegation, team development, mentorship etc.)		

MARKETING LEADERSHIP ADDITIONAL COMMENTS

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





**CHARTERED
MARKETER**

Attention: Some PDF functionality does not work in web browsers.
Please download to your computer and complete this form using
Adobe Acrobat Reader.

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



CMA

Canadian
Marketing
Association

Contact Us:
CharteredMarketer.ca
certificationmanager@thecma.ca