

Mike Kujawski

Vice-President, Strategic Marketing & Digital Engagement
CEPSM



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SUMMARY

Mike Kujawski is a passionate consultant, trainer and speaker, on the topic of strategic marketing and digital engagement. His specific niche and personal mission is to help governments, non-profits and associations excel in the modern social media landscape through careful, strategic planning. In 2005, Mike helped launch the Centre of Excellence for Public Sector Marketing ([CEPSM](http://www.cepsm.ca)), where he currently leads a team of strategists responsible for all major digital client initiatives in Canada and abroad.

Mike's recent consulting work includes the development of comprehensive strategic social media engagement plans, organizational structures, guidelines and/or presence audits for the Office of the Auditor General, Canada Mortgage and Housing Corporation, Canada Health Infoway, Canadian Radio-television Telecommunications Commission, Baycrest, Public Health Agency of Canada and Ontario 211. Mike has also recently worked on social marketing/behaviour change communications plans for the Government of Tanzania, the Canadian Department of National Defence and the Canadian Air Transport Security Authority.

Over and above his consulting work, Mike is a distinguished international speaker, engaging [blogger](#) and highly sought out trainer in his field. He created Canada's first national workshop and comprehensive workbook on how to develop a social media engagement strategy in a public sector setting. He has trained public servants and non-profit workers in numerous countries spanning across 4 continents.

Mike is frequently quoted by the media and has been invited to keynote and/or speak at hundreds of public sector and non-profit conferences, panels and events all around the globe on the topics of new marketing, modern communications, social media, government 2.0 and the importance of developing a strategy before executing tactics. He has been asked to provide strategic digital engagement advice to central government agencies in Canada such as the Treasury Board Secretariat, the Privy Council Office and the Senate.

In addition to his work with CEPSM clients, Mike is part of the faculty of the [Professional Certificate in Public Sector Marketing Program](#) at [Carleton University](#) and occasionally lectures at Ottawa University in the B.Com program.

SPECIFIC SKILLS PROFILE

Strategic Marketing; Digital Engagement; Social Media Monitoring/Business Intelligence; Strategic Communications; Social Media/Web 2.0 Marketing; International Marketing; Marketing Research/Environmental Scanning; Social Marketing/Behaviour Change Communications; Digital Marketing; Web Presence Augmentation; Personal Branding; Reputation Management; Strategic Business Planning; Government 2.0;

ADDITIONAL ASSETS

- Valid Government Security Clearance (Reliability Status)
- Trilingual (English, Polish, working-level French)
- Dual Citizenship & Passports (Canadian and Polish/E.U)

CURRENT ROLE

Vice-President, Strategic Marketing & Digital Engagement
Centre of Excellence for Public Sector Marketing - Ottawa, Ontario

2005 - Present

- Plays a leadership role as part of the CEPISM Management Team in developing and executing strategies to ensure operational efficiencies and maximize revenue growth.
- Manages the development and implementation of CEPISM's digital marketing and social media engagement business lines. This includes researching trends and opportunities, developing products and services, managing directly-related partnerships, implementing strategies to grow revenue and delivering on contracted projects.
- Provides professional consulting services to a wide range of major government, non-profit and association clients. Key topics include:
 - Social Media Monitoring/Business Intelligence
 - Social Media Engagement/Communication
 - Digital Marketing
 - Web Presence Augmentation
 - Reputation Management
 - Government 2.0
- Leads and/or assists in the development of major strategic marketing client projects in the following areas:
 - Product/Service Marketing
 - Policy/Program Marketing
 - Social Marketing (behaviour change)
- Plays a leadership role in managing the day-to-day activities of the company.
- Manages the day-to-day activities of CEPISM Project Managers, Strategists & Associates under the Digital Marketing and Social Media Engagement revenue streams.
- Plays a lead role in managing CEPISM's digital footprint. This includes advising the rest of the management team on best practices and educating staff on the use of digital media.
- Conducts public CEPISM social media engagement training workshops across Canada and abroad
- Provides customized social media engagement training for individual government departments
- Actively speaks at social media/web 2.0/government 2.0 conferences, panels and events all over the world
- Is actively engaged in the worldwide government 2.0 and social media marketing communities

Recent Consulting Clients

Agriculture & Agri-Food Canada Baycrest Canada Health Infoway Canada Health Infoway Canada Mortgage and Housing Corporation Canada Revenue Agency Canadian Air Transport Security Authority Canadian Heritage Canadian International Development Agency Canadian Public Service Agency Canadian Radio-television Telecommunications Commission Canadian Society for Exercise Physiology Citizenship and Immigration Canada City of Burlington City of Hamilton Competition Bureau	Department of National Defence Human Resources and Skills Development Canada Infrastructure Ontario Institute of Public Administration of Canada Museum of Nature National Gallery of Canada Office of the Auditor General Ontario 211 Public Health Agency of Canada Public Safety Canada Public Service Commission Public Works & Government Services Canada Saint Elizabeth Healthcare Service Canada Social Sciences & Humanities Research Council Transport Canada
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Recent Speaking Engagement and/or Training Clients

- Marcom Conference – “Managing Your Personal Digital Footprint” presentation (Ottawa)
- Marcom Conference – “Strategic Digital Engagement” workshop (Ottawa)
- Conference Board of Canada – “Current State of Social Media in the Public Sector” webinar (Canada)
- Immaculata High School – “Harnessing the Power of the Modern Internet” presentation (Ottawa)
- Carleton University – “Social Media Marketing” 2 day module (Ottawa)
- Canadian Golf Coaches Summit “Leveraging Social Media as a Golf Coach” keynote (Niagara on the Lake)
- Public Health Agency of Canada “Social Media and the HIV Discussion” presentation (Ottawa)
- NSERC – “Harnessing the Global Power of the Modern Digital Landscape” presentation (Ottawa)
- CEC/CEPSM - “Public sector social media strategies” 2-day workshop (Ottawa)
- Halifax Regional Municipality – “Strategic Social Media Engagement” 1-day workshop (Halifax)
- CEC/CEPSM - “Strategic Social Media Engagement” 1-day workshop (Halifax)
- Brandon University – “Combining Social Media Marketing and Social Marketing” webinar (Canada)
- CEC/CEPSM - “Public sector social media strategies” 2-day workshop (Ottawa)
- CMHC – “Leveraging the social media space” CEO and VP presentation (Ottawa)
- ACOA – “Strategic Public Sector Social Media Engagement” workshop (Halifax)
- DFAIT – “Strategic Government Social Media Engagement” workshop (Ottawa)
- Brown Communications JOLT Conference – “Tips, Tools , Tactics” presentation (Regina)
- Peterborough Economic Development Forum – “Let’s Get Connected” panel (Peterborough)
- CEPSM - “Public sector social media strategies” 1-day workshop (Vancouver)
- Canada Mortgage & Housing Corp – “Strategic Digital Engagement” presentation (Ottawa)
- Reed Construction CanaData Conference – “Strategic Digital Engagement” plenary (Toronto)
- CEC/CEPSM - “Public sector social media strategies” 2-day workshop (Ottawa)
- Association of Consulting Engineering Companies Conference -“Digital Engagement” keynote (Montebello)
- Collaborative Management Day – “Global Trends in Social Media” presentation (Ottawa)
- GovCamp Canada – “Government 2.0 Trends” presentation (Toronto)
- Marcom Conference – “Top 5 Marketing Trends” panel moderator (Ottawa)
- Marcom Conference – “Strategic Digital Engagement” workshop (Ottawa)
- Calgary Association of Professional Coaches Conference - “Harnessing the social web” keynote (Banff)
- Carleton University – “Social media marketing” 2 day module (Ottawa)
- Service Canada - “Strategic Social Media Engagement” 1 day presentation (Ottawa)
- Public Works and Government Services Canada – “Government 2.0 in Canada” presentation (Ottawa)
- Government of Tanzania – “Strategic Social Media Engagement in the Public Sector” (Dar Es Salaam)
- Association of Professional Engineers & Geoscientists Forum – “Digital Engagement” presentation (Vancouver)
- MyGov2.0- “Strategic Social Media Engagement” 2-day workshop (Singapore)
- Ontario Ministry of Revenue - “Strategic Social Media Engagement” 1 day presentation (Toronto)
- MyGov2.0- “Strategic Social Media Engagement” 2-day workshop (Kuala Lumpur)
- Sports Leadership Conference – “The Power of Digital Engagement” keynote (Ottawa)
- Ottawa University – “A social media wake-up call for students” 4th year B.Com lecture (Ottawa)
- Government of Manitoba – “Strategic Social Media Engagement” 1-day workshop (Winnipeg)
- Tobacco Health Symposium – “The Power of Digital Engagement” presentation (Saskatoon)
- Canada Health Infoway- “Strategic Social Media Engagement” -1/2 day presentation (Montreal)
- Ontario Ministry of Natural Resources– “Harnessing the Global Community” presentation (Peterborough)
- Treasury Board Secretariat- “Social Media Marketing 101” 1-day workshop (Toronto)
- City of Hamilton – “Social Media Marketing” – 1-day workshop (Hamilton)
- Institute of Public Administration of Canada Conference – “Innovation in the workplace” panel (Ottawa)
- Northern Communicators Forum – “Embracing the Future” panel (Yellowknife)
- Northern Communicators Forum – “Marketing Web 2.0” presentation (Yellowknife)
- Marcom Conference - “Social Media Strategy, Tools and Tactics” presentation (Ottawa)
- Marcom Conference – “Social Media Marketing 101” workshop (Ottawa)
- Canadian Animal Health Institute - “Social Media Marketing” presentation (Niagara on the Lake)
- Canadian International Development Agency – “Re-inventing Canadian Media” presentation (Ottawa)
- Citizenship & Immigration Canada – “Social Media Marketing 101” workshop (Ottawa)
- Health Canada – “Using social media tools” workshop for program staff (Ottawa)
- Polish Embassy Quo Vadis Conference – “The new media landscape” presentation (Windsor)
- Conference Board of Canada – “Social Media Performance Measurement” presentation (Ottawa)

Select Podcast Interviews

- 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

- CEPSM Strategic Social Media Engagement Workbook (sole author)
- [Selling through a slump](#) – An industry by industry playbook (multiple authors)

EMPLOYMENT HISTORY

Part-time Business Professor Carleton University – Ottawa, Canada

2005 - Present

- Taught the Strategic Digital Engagement module in the Sprott Professional Certificate in Public Sector and Non-Profit Marketing Program.

Part-time Business Professor Heritage College - Chelsea, Quebec

2005 - 2006

- Taught numerous courses in the Small Business Development Program (Distance Education) - created for Aboriginal 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 Canada Post Corporation - Ottawa, Ontario

2005

- 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)

Teaching Assistant Carleton University- Ottawa, Ontario

2004

- Acted as an additional resource for students in challenging undergraduate business courses including: Marketing Management, Non-Profit Marketing, Industrial Relations and Marketing Communications
- Evaluated capstone term projects and consulted with students one-on-one

EDUCATION

B.Com (honours) Concentration in International Business and Concentration in Marketing Carleton University - Ottawa, Ontario

2001-2006

PROFESSIONAL DEVELOPMENT

Web Designer Certificate Program Algonquin College of Applied Arts & Technology - Ottawa, Ontario

2007