

STRATEGY BEFORE TACTICS

Resume: James (Jim) H. Mintz

Managing Partner -Centre of Excellence
for Public Sector Marketing

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CENTRE OF
EXCELLENCE FOR
PUBLIC SECTOR
MARKETING



CENTRE
D'EXCELLENCE
EN MARKETING
GOUVERNEMENTAL

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SUMMARY

Jim Mintz is the Managing Partner of the [Centre of Excellence for Public Sector Marketing](#) where he presently works with a number of public sector and nonprofit clients. He is also Program Director of the [“Professional Certificate in Public Sector and Non-Profit Marketing”](#) at the Sprott School of Business at Carleton University. Jim previously lectured for many years in the Undergraduate Program at Sprott in his specialty areas of marketing communications and non-profit/public sector marketing.

He presently lectures in the area of non-profit and public sector marketing at the [University of South Florida, College of Public Health \(Tampa\)](#). He was formerly Adjunct Professor of Marketing in the School of Management at the University of Ottawa where he taught promotional management (marketing communications) and consumer behaviour at both undergraduate and graduate levels (MBA). He presently serves on the External Advisory Council for the School of Public Health, at the University of Alberta. He served on the Treasury Board Secretariat Committee responsible for the development of the Federal Government Communications Policy.

Jim was formerly the Director of Marketing and Corporate Communications at Health Canada. His responsibilities included directing marketing and communications campaigns in a number of health areas. He was also responsible for all marketing communications (advertising), strategic alliances and partnerships in the marketing area, publishing, exhibits, audio-visual, and web services www.healthcanada.gc.ca and led the development of the Canadian Health Network. He also developed a bilingual [e-learning social marketing tool](#)

Jim served on the Professional Chapters Council of the American Marketing Association (AMA) International in Chicago and was President of the AMA Chapter in the National Capital Region. He also served on the editorial board of “Marketing News” and was former Co-Chairman of “AMA Marketing Week”. His team at Health Canada was awarded the AMA “Marketer of the Year Award”.

He has a varied academic educational background in the fields of marketing, advertising and public administration which include diplomas in both advanced marketing management and advertising. He has provided public sector marketing advice and consultation across Canada, the USA, Europe, and Australia and presently in Tanzania (Africa).

In addition to working on health issues, he has been involved in federal government marketing and communications initiatives in areas such as environment, energy conservation, public safety and identity theft. He has also consulted in the area of “branding” for a number of public sector organizations as well as providing expertise in partnerships and strategic alliances and public sector marketing of products and services. In 2009, he published with co-author Joanna Chan the [Guide to Branding in the Public and Not-For-Profit Sectors](#). Most recently his organization has become involved in social media marketing and digital engagement for public sector and non-profit organizations.

Prior to joining the federal government he held marketing positions in the private sector, and crown corporations. He was Advertising Coordinator at Eaton’s (Montreal) and Manager, Advertising and Promotion at Canada Post Corporation (Retail Division). As well, his past experience includes working at a large advertising agency. Mr. Mintz is fluent in both English and French (Government designation CCC). He is also has Federal Government Level II Secret security clearance (file#95-42-2956/expiry date 05/02/19).

PROFILE

- Highly motivated, former senior level executive with a proven track record of more than 35 years in the field of marketing and communications in the public and private sectors.

- A proven track record for producing outstanding and successful marketing and communications campaigns.
- Adept at developing strong long-term relationships with stakeholders in government, private sector, business and professional associations.
- Proactive hands-on style, extensive team leadership and strong coaching skills.
- Adept at training/educating staff at all levels in the area of marketing and corporate communications.
- Excellent skills consulting in the field of marketing and communications, especially strategic marketing/communications planning and social marketing
- Superior communications, interpersonal and negotiation skills.
- Many years of experience in advising and consulting senior executive level in the public, private and not for profit sectors in the areas of strategic marketing, advertising, strategic alliances/partnerships and online marketing .
- A proven track record for producing outstanding and successful marketing and communications campaigns for private sector, public sector and non-profit organizations.

WORK EXPERIENCE

2005 to present

MANAGING PARTNER, CENTRE OF EXCELLENCE FOR PUBLIC SECTOR MARKETING

The Centre of Excellence for Public Sector Marketing/Centre d'Excellence en Marketing Gouvernemental is a bilingual organization (CEPSM) created in 2005 to help governments, non-profits, and associations overcome the challenges they face in their marketing and communications initiatives. Core functions are consulting, training and speaking.

CEPSM Products and Services

Following are CEPSM's main business services

- Product, Program & Service Marketing
- Digital Marketing & Social Media Engagement
- Sponsorship & Partnership Development
- Revenue Generation
- Social Marketing

CEPSM also has expertise in the following areas:

- Marketing Research/Crowdsourcing (partnerships with marketing research organizations)
- Integrated Marketing Communications
- Service Standards Development
- Exhibit and Event Marketing
- Membership Development
- Branding
- International Development Marketing

1999 to 2005

DIRECTOR, MARKETING AND CORPORATE COMMUNICATIONS - COMMUNICATIONS,
MARKETING AND CONSULTATIONS BRANCH - HEALTH CANADA

Responsible for all social marketing campaigns such as smoking/tobacco, alcohol and drug use, healthy living, diabetes prevention, healthy pregnancy, health and the environment, injury prevention, Hep C, West Nile Virus, and AIDS/STD's, organ and tissue donation. Also responsible for all marketing communications (advertising), strategic alliances and partnerships in the marketing area, publishing, exhibits, audio- visual, and web services www.healthcanada.gc.ca.

BUDGET: \$30 MILLION, STAFF: 52

1993 to 1999

DIRECTOR, MARKETING AND PARTNERSHIPS - POPULATION HEALTH DIRECTORATE - HEALTH PROMOTION AND PROGRAMS BRANCH -HEALTH CANADA

Assumed duties as Director of Program Promotion (see below) but added responsibilities for all Branch marketing activities, including cost recovery/ services marketing, partnership development and marketing of health information, assumed responsibility for new files including breast cancer, heart health, senior programs, active living, and a larger role in National AIDS strategy also assumed responsibilities as acting Director General Health Promotion Directorate for six months in 1993. In 1997 assumed the responsibilities of the National Health Promotion Clearinghouse which later became the Canadian Health Network the largest health web operation in Canada with more than 1200 associates and partners

BUDGET: \$25 MILLION, STAFF: 42

1988 to 1993

DIRECTOR, PROGRAM PROMOTION -HEALTH PROMOTION DIRECTORATE-HEALTH SERVICES AND PROMOTION BRANCH - HEALTH AND WELFARE CANADA

The Marketing and Communications Unit was upgraded to become the Program Promotion Division in 1988. A number of management assignments were added to the existing duties, including management of the Healthy Environment Program, marketing and funding initiatives (\$22 million more than five years), management of the marketing and partnerships components of the A Brighter Futures@ Family and Child Health Program, marketing of Health Care initiatives with the provinces and territories (Public Education Task Force on Health Care Reform) and the A Vitality program which integrated a healthy eating, physical activity, and positive body image.

BUDGET: \$14 MILLION, STAFF 25

1981 to 1988

CHIEF, MARKETING AND COMMUNICATIONS -HEALTH PROMOTION DIRECTORATE-HEALTH SERVICES AND PROMOTION DIRECTORATE- HEALTH AND WELFARE CANADA

Directed all of the social marketing campaigns including: National Drug Strategy, National Impaired Driving Program, and National Program to Reduce Tobacco Use, National AIDS Program and Nutrition Marketing campaigns. Also responsible for management of Health Promotion Magazine. Responsible for managing partnerships with the private and non-profit sector.

BUDGET: \$10 MILLION, STAFF: 18

1980 to 1981

ASSISTANT DIRECTOR - ENERGY CONSERVATION AND RENEWABLE TECHNOLOGY-COMMUNICATIONS BRANCH-ENERGY, MINES AND RESOURCES CANADA

Directed all communications and marketing programs involving energy conservation initiatives, including Enersave (1-800 energy conservation phone information line), National School Program (mobile vans), Community Liaison Program, National Exhibit Program, Canadian Oil Substitution Program, National Shopping Centre Information Program, Enercentre

BUDGET: \$8 MILLION, STAFF: 10

1978 to 1980

EXECUTIVE INTERCHANGE PROGRAM -DIRECTOR OF CLIENT SERVICES-RONALDS REYNOLDS ADVERTISING (DIRECT MARKETING DIVISION) -OTTAWA, TORONTO

Federal Interchange Program, Director of Client Services. Sayers Direct Marketing (an affiliate of Ronalds-Reynolds Advertising, Toronto). Managed both the Toronto and Ottawa Direct Marketing Offices, major accounts included: Canadian Government Office of Tourism (Tourism Canada) USA and Europe, Trans Canada Telephone (Stentor Canada), CP Air (Canadian Airlines), Nestles (Cherry Hill Cheese), Canada Post. Responsible for all direct marketing activities and developing partnerships and strategic alliances with private sector and government stakeholders in Canada and the USA.

BUDGET (MANAGED): \$3 MILLION, STAFF: 4

1976 to 1978

MANAGER, PROGRAMMING, PLANNING AND EVALUATION - COMMUNICATIONS BRANCH CONSUMER AND CORPORATE AFFAIRS CANADA

Developing, organizing, implementing and evaluating communication programs in support of consumer and competition policy programs, Counseled the Assistant Deputy Ministers= and Deputy Minister on public attitudes as well as preparing communications plans. Responsible for all advertising, communication planning for Competition policy, Bureau of Intellectual Property, and Consumer Affairs Programs: product safety, labeling, e.g. EnerGuide, nutrition and food policy and money management.

BUDGET: \$2 MILLION, STAFF: 5

1974 to 1976

MANAGER, ADVERTISING AND PROMOTION-POSTAGE AND RETAIL MARKETING - OLYMPIC PROGRAM-MARKETING DIRECTORATE - CANADA POST CANADA

Directed advertising and promotion programs in support of the Retail Marketing Branch. Responsible for National and International Exhibitions (Canada, USA, and Europe), Philatelic Advertising, Promotion and Public Relations Program, all marketing initiatives associated with the Olympic Stamp Program, managed all retail promotions in Canadian Post Offices. This included partnerships with private sector organizations in Canada and the USA.

BUDGET: 3.5 MILLION, STAFF: 12

1970 to 1974

ADVERTISING GROUP COORDINATOR - ADVERTISING DEPARTMENT –EATON'S OF CANADA (MONTREAL)

Managing and coordinating all advertising, special promotions and store-wide promotions for all Eaton stores in Quebec and Atlantic Region.

BUDGET: 2.5 MILLION, STAFF: 3

1964 to 1970

EATON'S OF CANADA (MONTREAL)

Held a number of merchandising positions including, sales supervisor, buyer, loss prevention coordinator. Also participated in the Management Trainee Program for 2 years

CAREER HIGHLIGHTS

- Co-Created the Centre of Excellence for Public Sector Marketing which is the focal point for public sector and not-for profit marketing in Canada.
- Co-created the Professional Certificate in Public Sector and Non-Profit Marketing and the Executive Certificate in Public sector and Nonprofit Leadership at the Sprott School of Business, the first marketing certificate programs in Canada for public and nonprofit sector marketers.
- First Canadian Lecturer at the University of South Florida, College of Public Health in Tampa, Florida, Non-Profit and Public Sector Marketing.
- In conjunction with the Canadian Society of International Health, developed a “healthy living” social marketing program for Croatia’s Department of Health Promotion and Disease Prevention. Served as an advisor and gave workshops/courses in public sector and social marketing in Australia (Health Department) and Cuba (Visiting Lecturer, Masters in International Marketing, University of Havana)
- Developed a central operation for corporate communications at Health Canada. This included the integration of a centralized web operation as well as better integration of publishing/printing, exhibits, audio-visual products, public enquiries and distribution. This led to a better coordinated, cost-effective approach to the delivery of corporate communications services at Health Canada.
- Created a marketing division at Health Canada, which is acknowledged as the leader in public sector social marketing in Canada. Many of the major campaigns have been evaluated and written up in many marketing and public health publications and journals. Also created a marketing partnership team at Health Canada to develop strategic alliances with the private sector. Since the late eighties Health Canada has developed alliances with more than 300 organizations and the collective value of private sector contributions is estimated at more than a 100 million dollars.
- Created the Canadian Health Network (CHN) which was one of the largest health web operations in Canada. Also, created the social marketing network the leading social marketing web site in Canada. Additionally, prepared a bilingual e-learning social marketing tool and a workbook *“Develop a Social Marketing Plan in ONE DAY”*.
- Developed and implemented a direct marketing program for Tourism Canada to attract tourists from the USA and Europe. The strategy developed was successful in attracting close to 80 private/public partnerships, cutting the cost of the original direct marketing program by 70% while significantly increasing response (by over 100%) and ultimately sales.
- Created a National/International advertising and promotion function for the Retail Marketing Branch of Canada Post. Successful in managing the Olympic stamp program and marketing of philatelic and postal products in Canada, USA and Europe. Sales far exceeded expectations and Canada continues to be one of the leaders in sales of philatelic products internationally. Also, as a result of sales of Olympic stamps and related products, Canada Post was able to contribute significant funds to the 1976 Olympics.
- Developed the marketing/advertising strategies for the opening/launching of three new retail stores at Eaton’s, Cavendish Mall (Montreal), Bayshore (Ottawa) and the Carrefour de L’Estrie (Sherbrook).
- Published dozens of articles, academic papers in the field of social marketing, including the publication “Social Marketing in Health Promotion”
- Named as one of key pioneers in social marketing in Social Marketing: Improving the Quality of Life (Paperback) by Kotler, Roberto and Lee

- Featured in the new edition of '[Effectively Engaging People](#)' this publication includes the top twenty experts in social marketing internationally.

AWARDS AND SPECIAL ACHIEVEMENTS

- Appointed to the External Advisory Council for the School of Public Health, at the University of Alberta 2011
- First Canadian to be appointed to the Professional Chapter Council of the American Marketing Association (AMA) International in Chicago 1989
- Chairman of Marketing Week (AMA International) 1990
- Editorial Board "Marketing News" 1987-1990
- Past President AMA National Capital Chapter 1986-87
- Chairman of the AMA social marketing conference, Ottawa Canada from 1988 -1996
- Awarded the AMA "Marketer of the Year Award" in 1991
- Co-founder and Co-Chairman of the Centre for Social Marketing, Carleton University
- Steering committee for the Innovations in Social Marketing conference (Washington D.C.) since 1995
- Directed and ran the Health Partners/United Way Campaign for Health and Welfare Canada in 1991
- Marketing Awards Judge 1992 to 1995 Canadian Cable Television Association
- Steering Committee member for Treasury Board Communications Policy 2000-2002
- Expert committee for the annual MARCOM conference in Ottawa since 2002
- Member of the CRTC committee on Alcohol Clearance from 1985 to 1988
- Cockfield Brown Trophy for advertising excellence (Advertising and Sales Club Montreal) 1974

MAJOR PROGRAMS AND INITIATIVES

Health Social Marketing Campaigns:	Other Activities ¹
<ul style="list-style-type: none"> • Tobacco Demand Reduction Strategy, (“Challenge to Youth”) • Generation of Non Smokers (“Break Free”) • Tobacco Control Strategy (“Heather” and “Bob” campaigns) • Alcohol Moderation (“Dialogue on Drinking”) • National Impaired Driving Program (“Play it Smart”) • Active Living and Healthy Eating (“Vitality” in partnership with ParticipACTION) • Healthy Living and Sport Participation • National Drug Strategy (“Really Me”) • Cannabis/Marijuana Program (“Stay Real”) • Canadian Diabetes Program • Child Health (“Brighter Futures”, “Healthy Pregnancy”, “Injury Prevention”) • International Year of the Older Persons • National Hepatitis C Program, • National West Nile Virus Program, • National Aids Program (AIDS and other STD’s), • SARS initiative • Action Plan on Health and the Environment (“Healthy Environment Program”) • National Organ and Tissue Donation Initiative • Sudden Infant Death Syndrome...SIDS (“ Back to Sleep”) • Aboriginal Social Marketing Programs (anti-smoking, healthy living, diabetes prevention etc.) 	<ul style="list-style-type: none"> • Junior Jays (Toronto Blue Jays Comic series for Youth) • Spiderman (Comic Book series on Health for Youth) • Degrassi Talks (six part TV program series on various health topics for youth) • Canadian Health Network www.canadian-health-network.ca • Concerned Children’s Advertisers • Health Canada web site www.hc-sc.gc.ca • Health Promotion on-line (web) • “Health Promotion” / “Health Education” (Health Canada Magazines) • Operation Lifestyle (Exhibit Program) • Tobacco labelling (Cigarette packaging) • Various activities dealing with safety (road safety, car seats (children), drinking and driving, child and seniors safety, consumer products safety)
Consumer and Corporate Affairs	Sayers Direct Marketing (FCB)
<ul style="list-style-type: none"> • Manager, Programming, Planning and Evaluation: Competition Bureau, Consumer Affairs e.g. Product Safety, Food and Clothing Labelling EnerGuide (labelling for appliances) and Bureau of Intellectual Property 	<ul style="list-style-type: none"> • Director of Client Services Sayers Direct Marketing • Canadian Airlines, Telecom Canada, Tourism Canada, Nestles
Eaton’s of Canada	Canada Post Office
<ul style="list-style-type: none"> • Advertising Group Co-ordinator (Quebec/Atlantic Region) • Department Supervisor (Housewares, Hardware, Outdoor Living, Sporting Goods) • Loss Prevention Auditor (Audit and Security) 	<ul style="list-style-type: none"> • Manager, Advertising and Promotion • National and International Exhibitions • Olympic Stamps/Products Program (‘76’) • Retail and Philatelic Marketing
Energy Mines and Resources	
<ul style="list-style-type: none"> • Assistant Director, Energy Conservation and Renewable Technology 	

¹ For more information on these health projects go to: http://www.hc-sc.gc.ca/ahc-asc/activit/marketsoc/socmar-hcsc/experience_e.html

- Enercentre (National Shopping Centre Information Program), National School Program (mobile vans), Community Liaison Program, Enersave (1-800 energy conservation phone information line)

CEPSM Marketing Projects

- *Alzheimer Society of Ontario Social marketing workshop for public education team*
- *Alberta Health: Developed social marketing strategy for Alberta Health & Hinton Addictions Committee*
- *Canada Revenue Agency: branding research and developed organizational framework, internal outreach strategy and social marketing strategy*
- *Canadian Alliance for Mental Illness and Mental Health social marketing framework*
- *Canada School of Public Service: branding strategy*
- *Canadian Heritage - Culture.ca: internet and social media strategies, HR strategy for creation of new marketing division*
- *Canadian Parks Council social marketing workshop*
- *Canadian Public Service Agency: communications plan, Web strategy, developing and implementing promotional marketing strategy*
- *Canadian Air Transport Security Authority (CATSA) Social marketing plan and web audit.*
- *City of Burlington marketing plan and strategy for Department of Parks and recreation*
- *Citizenship and Immigration Canada: integrated marketing communications plan, partnership (media) strategy*
- *Department of National Defence: recruitment marketing strategy, partnership strategy and social media strategy*
- *Department of Social Services and Seniors (PEI): social marketing framework and strategy for parenting program*
- *Environment Canada: two-day marketing training workshop to help cost-recovery effort*
- *Fraser Health Department (BC): social marketing program on healthy eating*
- *Infrastructure Ontario (OSIFA): marketing plan*
- *Ministry of Environment (BC): two-day workshop on marketing*
- *Ministry of Transport (ON): marketing communications and social marketing plan and strategy for green licensing program,*
- *Mental Health Commission of Canada Social Marketing plan for stigma and discrimination*
- *NDMAC (Non-Prescription Drug Manufacturers Association of Canada) Reputation Audit and social marketing presentation*
- *Natural Resources Canada: centralization of marketing communications services strategy*
- *Ontario Public Health Association (OPHA) Partnership strategy for binge drinking campaign*
- *Pollution Probe Social Marketing research on the barriers and opportunities that exist to promoting the purchase of highly fuel efficient vehicles*
- *Public Affairs Bureau (BC) two-day workshop on social marketing*
- *Public Health Agency of Canada: partnership and strategic alliances strategy for AIDs campaign,*
- *partnership guidelines for PHAC, and development and implementation of social marketing and partnerships for Immunization program*
- *Public Safety Canada: developed and implemented integrated marketing communications and social marketing strategy for Get Prepared campaign, private sector partnership and strategic alliance program, exhibit strategy, Web marketing strategy*
- *Public Service Commission: marketing plan and service standards for staffing and assessment services branch*
- *Service Canada: developed social marketing plan for Social Insurance Identity Theft initiative also developed special marketing training program for new Service Canada marketing team.*
- *Transport Canada: conducted a study of the impact of automobile advertising on road safety and accident prevention*
- *Ministry of Transport (ON): marketing communications and social marketing plan and strategy for green licensing program, sponsorship strategy for TRIP web site*

- *University of Saint Paul* : developed a marketing strategy for the university to increase enrollment and repositioned the university
- *Veterans Affairs Canada*: social marketing strategy for “Canada Remembers” program.

ACADEMIC POSITIONS

University of Ottawa - Faculty of Administration

1988 to 1996

- Adjunct Professor and Lecturer (B Comm. & MBA)

Carleton University –School of Business (Sprott School of Business)

1990 to 2009

- Sessional Lecturer (B Comm.)

Professional Programs- School of Business (Sprott School of Business)

2005 to Present

- Program Director – Professional Certificate in Public Sector and Nonprofit Marketing

University of South Florida (Tampa) College of Public Health

2006 to Present

- Sessional Lecturer (1 week program)

University of Havana

1992 to 1997

- Lecturer (1 week program)

Courses and Programs (Academic)

Carleton University (Sprott School of Business)

1990 to 2009	<ul style="list-style-type: none"> • MARKETING COMMUNICATIONS BUSI 3205
1993 to 1998	<ul style="list-style-type: none"> • CO-DIRECTOR CENTRE FOR SOCIAL MARKETING
2003 to 2009	<ul style="list-style-type: none"> • MARKETING: NOT FOR PROFIT ORGANIZATIONS BUSI 4203
2005 to 2011	<ul style="list-style-type: none"> • PROFESSIONAL CERTIFICATES IN PUBLIC SECTOR AND NONPROFIT MARKETING

University of Ottawa (Faculty of Management)

1988 to 1996	<ul style="list-style-type: none"> • PROMOTIONAL MANAGEMENT B.COMM
1989 to 1993	<ul style="list-style-type: none"> • PROMOTIONAL MANAGEMENT MBA

1994-1998	<ul style="list-style-type: none"> • CONSUMER BEHAVIOUR B.COMM
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University of South Florida -Tampa (College of Public Health)

2006 to Present	<ul style="list-style-type: none"> • PUBLIC SECTOR AND NON PROFIT MARKETING
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University of Havana

1992 to 1997	<ul style="list-style-type: none"> • MARKETING COMMUNICATIONS
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EDUCATIONAL AND PROFESSIONAL *Certifications*

1972-74	<ul style="list-style-type: none"> • Diploma, Advanced Advertising, Advertising and Sales Club (Montreal) Winner Cockfield Brown Trophy awarded for best marketing team
1985	<ul style="list-style-type: none"> • Diploma, Advanced Marketing Management, Banff School of Management
1988	<ul style="list-style-type: none"> • Certificate, Executive Program, Canadian Centre for Management Development (Federal Government), Touraine Quebec

PROFESSIONAL AFFILIATIONS AND MEMBERSHIPS *Certifications*

- External Advisory Council for the School of Public Health, University of Alberta
- Member of the Canadian Marketing Association
- Member of the American Marketing Association National Capital Chapter
- Past President AMA National Capital Chapter 1986-87
- Chairman of the AMA social marketing conference, Ottawa Canada from 1988 -1996
- Chairman of Marketing Week (AMA International) 1990
- Editorial Board “Marketing News” 1987-1990
- Member of the Professional Chapters Conference Professional Chapter Council of the American Marketing Association (AMA) International in Chicago (1989)
- Marketer of the Year Ottawa AMA (1991)
- Member of the Steering Committee for Innovations in Social Marketing Conference (Washington)

LANGUAGES

English, French (present government level CCC), some Spanish and German

MOST RECENT PUBLICATIONS *Articles*

- *Saskatchewan in Motion* Kotler, Lee and Cheng: Social Marketing for Public Health: Global Trends and Success Stories. (2008)
- Featured Case History “Are You Prepared” Public Safety Canada Kotler and Lee, Social Marketing: Improving the Quality of Life (2008)
- Feature Interview Harnessing the Power of Social Marketing for Public Health and Well-Being , Jeff French, Clive Blair Stevens, Rowena Merritt and Dominic McVey, National Social Marketing Centre, Great Britain. (2008)
- “The Challenge and Rewards of Partnering with the Private Sector to Achieve Social Marketing Objectives”, Social Marketing Quarterly- [http://www.publicsectormarketing.ca/downloads/CEPSM_SMQ_Article\(05\).pdf](http://www.publicsectormarketing.ca/downloads/CEPSM_SMQ_Article(05).pdf)
- “Using Social marketing to Improve Workplace Safety” –A Qualitative Analysis “Social Marketing Quarterly - http://www.publicsectormarketing.ca/downloads/CEPSM_SMQ_Article.pdf
- “Enhancing Occupational Health and Safety in Young Workers: The Role of Social Marketing”, International Journal of Nonprofit and Voluntary Sector Marketing - http://www.publicsectormarketing.ca/downloads/CEPSM_JNVSM_Article.pdf
- “Social Marketing ... a Powerful Process for Influencing and Changing Behaviour” , With-in Reach Published by PWGSC , Winter 2010
- Featured in the new edition of ‘Effectively Engaging People’ this publication includes the top twenty experts in social marketing international. (2010)

To view additional articles from Jim Mintz go to:

http://www.publicsectormarketing.ca/resources_e.html?sh=01

MOST RECENT BOOKS

Social Marketing Workbook: **Develop a Social Marketing Plan in One Day**

This workbook takes you through a proven planning process to develop a customized, structured social marketing plan for your public sector or nonprofit organization.

Guide to Branding in the Public and Not-for-Profit Sectors

By Jim Mintz and Joanna Chan

Distributed by the Centre of Excellence for Public Sector Marketing

Primer on branding for marketers who work in the public and nonprofit sectors

SECURITY CLEARANCE

Federal Government Level II Secret security clearance (file#95-42-2956/expiry date 05/02/19).