



CITP | FIBP Connection Guide

20th Anniversary Edition

CITP® | FIBP®



YEARS

FITT

To celebrate the 20th anniversary of the **CITP | FIBP designation***, we reached out to our extensive network of CITPs, requesting participation in an ebook that would showcase the diverse range of experience and expertise of designation holders and allow others to find and connect with them. We could think of no better way to honour the spirit of the designation. We had an overwhelming response, and those interviewed are included here. Read their stories and advice, and get in touch!

*The CITP® designation is trademarked as FIBP® (FITT International Business Professional®) in the United States and Europe. These two appellations represent the exact same designation.

CITPs | FIBPs interviewed for this publication

- | | | |
|--------------------|-------------------------|--------------------------|
| Alberto Quiroz | Joshua Hodgson | Paula Greene |
| Amanda McNaughton | Justin Archambault | Perrin Beatty |
| Anastasia Lim | Karl Miville de Chene | Peter Hernandez |
| Belinda Mui | Ken Giffen | Peter Kucherepa |
| Bob Greaves | Kristie Luk | Raymond Joyce |
| Brendan Ezeanowi | Kurai Kingsley | Réka Gajári |
| Brendan Mc Manus | Ladislau Papara | Rob Gnaedinger |
| Brent McNiven | Leah Perry | Sarah Barnes-Humphrey |
| Carine Graziano | Liesl Harewood | Sebastian Meneses Garcia |
| Caroline Tompkins | Lora Rigutto Vigliatore | Shannon McLuhan |
| Casandra George | Louei Ali | Simon Slyper |
| Craig Atkinson | Marcel Lebleu | Sonia Rai |
| Deborah Youden | Marcela Mandeville | Sonia Mancuso Root |
| Dieter Hollweck | Marci Kobe | Sonya Jenkins |
| Dov Bercovici | Martha Nelson | Stephen Poloz |
| Emiliano Introcaso | Maxim Berdichevsky | Stockwell Day |
| Ennio Vita-Finzi | Megan Malone | Susie Yovic Hoeller |
| Fadi Ghaby | Melissa Coombs | Suzanne Cascanette |
| Floyd Simpkins | Michele Vincenti | Suzanne McCrimmon |
| Gary Guo | Michelle Gunn | Sylvain Charbonneau |
| Igor Chigrin | Mike Au | Tahir Khurshid |
| Illia Dumbadze | Mohamed Mbarek | Thomas DeWolf |
| Irene Jeremic | Mohammad Al Jarrah | Tracey Nelson |
| Iryna Burak | Mortoza Tarafder | Tresca Reichert |
| Jeff Cooper | Nathalie Nercessian | Wayne Robson |
| Joe Gubbels | Naveed Agha | William Kosar |
| John Treleaven | Nicole Nkuzimana | Yuliya Demish |
| Jose Recinos | Norman Wijaya | Zeeshanali Fazal |

LOCATION

Canada

ALBERTA

Beaumont

Marcela Mandeville

Calgary

Amanda McNaughton

Bob Greaves

Brent McNiven

Carine Graziano

Marci Kobe

Nicole Nkuzimana

Raymond Joyce

Edmonton

Anastasia Lim

BRITISH COLUMBIA

Sidney

John Treleaven

Vancouver

Irene Jeremic

Michele Vincenti

Mike Au

Sylvain Charbonneau

Victoria

Suzanne Cascanette

West Kelowna

Sonia Mancuso Root

NEWFOUNDLAND

St John's

Deborah Youden

Melissa Coombs

NOVA SCOTIA

Bedford

Tracey Nelson

Halifax

Craig Atkinson

Dov Bercovici

Liesl Harewood

Yuliya Demish

Hantsport

Paula (Lunn) Greene

Oxford

Michelle Gunn

ONTARIO

Barrie

Sebastian Meneses Garcia

Brampton

Naveed Agha

Greely

Thomas DeWolf

Milton

Sarah Barnes-Humphrey

Oshawa

Peter Hernandez

Ottawa

Brendan Mc Manus

Caroline Tompkins

Casandra George

Dieter Hollweck

Iryna Burak

Jose Recinos

Justin Archambault

Ladislau Papara

Leah Perry

Maxim Berdichevsky

Megan Malone

Mohammad Al Jarrah

Perrin Beatty

Peter Kucherepa

Rob Gnaedinger

Sonya Jenkins

Stephen Poloz

Peterborough

Suzanne McCrimmon

Port Elgin

Norman Wijaya

Richmond Hill

Igor Chigrin

South River

Floyd Simpkins

Toronto

Alberto Quiroz

Emiliano Introcaso

Gary Guo

Ken Giffen

Lora Rigutto Vigliatore

Shannon McLuhan

Waterloo

Martha Nelson

QUEBEC

Montreal

Ennio Vita-Finzi

Fadi Ghaby

Karl Miville de Chene

Kristie Luk

Mohamed Mbarek

Zeeshanali Fazal

SASKATCHEWAN

Regina

Mortoza Tarafder

Réka Gajári

Tresca Reichert

Saskatoon

Brendan Ezeanowi

Jeff Cooper

Afghanistan

Kabul

William Kosar

Colombia

Bogota

Marcel Lebleu

India

New Delhi

Sonia Rai

Japan

Tokyo

Joshua Hodgson

Lebanon

Beirut

Nathalie Nercessian

Peru

Joe Gubbels

Poland

Poznan

Illia Dumbadze

Qatar

Louei Ali

Saudi Arabia

Riyadh

Tahir Khurshid

United States

FLORIDA

Land O' Lakes

Susie Yovic Hoeller

ILLINOIS

Chicago

Wayne Robson

MASSACHUSETTS

Boston

Belinda Mui

NEW YORK

Elmsford

Simon Slyper

Zimbabwe

Harare

Kurai Kingsley



AREA OF EXPERTISE

Honorary CITPs

Executives

Export Advisors/Consultants

Export Development Canada (EDC)

Canadian Trade Commissioner Service (TCS)

Global Affairs Canada (GAC)

Saskatchewan Trade and Export Partnership (STEP)

Consultants

Business and Trade Development

Marketing, Research and Communications Professionals

Education Services

Customs Specialists

Logistics and Supply Chain Management

Finance and Compliance Specialists



I'm thrilled to be celebrating the 20th anniversary of the CITP, the world's first professional designation for international business practitioners.

Connect with Caroline:



Caroline Tompkins



@carolineFITT

2018 marks two decades of awarding trade practitioners that have met the rigorous standards established by a certifying body, with a professional designation that proves their credibility and competency in international business.

The CITP | FIBP designation was the first of its kind when it was introduced in 1998, and the first time those in international business were recognized with a professional designation.

Today the CITP is recognized worldwide, and by the Canadian government, Export Development Canada and World Trade Centers Association, as a mark of highest competence in a complex and competitive global market. This CITP Connection Guide was created to showcase some of the many talented global business leaders who hold the designation, and give you a resource to connect, build relationships and learn from these experts all over the world.

Happy networking!

**Caroline Tompkins, President & CEO,
Forum for International Trade Training (FITT)
CITP since 2009**



MESSAGE FROM FITT'S FOUNDER & PAST PRESIDENT

Since Dieter Hollweck began his international trade career in 1970 with the Canadian Trade Commissioner Service (TCS) a lot has changed in the industry. But one thing that hasn't is the need for constant learning, networking and knowledge sharing.

Led by Dieter and his network, FITT was officially formed in 1992 as a way of establishing a formal body of knowledge and skills necessary for practitioners to compete in international trade.

Connect with Dieter:



Dieter Hollweck

As Dieter says, "We didn't re-invent the wheel, we just repackaged it. People respect teachings from international experts, and if you can transfer their knowledge, skills and perhaps the right business connections on to the next generation, then you've done a great thing!"

The CITP|FIBP designation followed five years later as a way of formalizing and acknowledging the accumulated knowledge and competencies of those that had been there, done that and got the relevant training had earned. "When FITT started, we recognized that Canada had no existing national training standards and no professional designations for those involved in international business. The CITP|FIBP designation provides empowering leverage for not only individuals but companies too.

When staff members have the full picture of what needs to be done in international processes it adds value to everyone within the organization."

“ Going through the process of earning the designation gives you confidence. You will certainly be tested in your career. But stumbling along is costly. Having that body of knowledge ensures you have all your bases covered and know how to deal with any issues as they come up. ”

For those who have earned the designation, the letters after their name represent a level of accomplishment and know-how that can be trusted, and as we reach this significant milestone, deserve to be celebrated!

So enjoy this ebook as a means to recognize, celebrate, and connect with these remarkable professionals and grow your professional network. "Networking is so critical. FITT wouldn't have happened without it."

**Dieter Hollweck, Founder & Past President,
Forum for International Trade Training (FITT)
CITP since 1998**

CITP - a global international business designation

Here's where you can find active CITPs around the world



Austria
Barbados
Belgium
Brazil
Canada
China
Colombia
Costa Rica
Croatia
Ecuador

Egypt
Ethiopia
France
Greece
Guatemala
Guyana
India
Jamaica
Japan
Jordan

Kenya
Lebanon
Mexico
Netherlands
New Zealand
Norway
Pakistan
Poland
Russian Federation
Saudi Arabia

South Korea
Spain
Sweden
Switzerland
Taiwan
United Arab Emirates
United Kingdom
United States
Vietnam
Zimbabwe



HONOURARY CITPS



STEPHEN POLOZ

Governor of the Bank of Canada
Honourary CITP

“ I’ve always found it surprising how few Canadians seem to appreciate the importance of international trade to their own jobs and incomes. My association with FITT goes back nearly 20 years, and over that time I have watched FITT work tirelessly to foster a stronger trade culture in Canada - every CITP they designate is ready to do business with the world, and becomes an advocate for enhanced international trade.

”



PERRIN BEATTY OC

President & CEO,
Canadian Chamber of Commerce
Honourary CITP

“ Congratulations to FITT for 20 years of providing businesses with top level expertise through the CITP designation. The ability of Canadian businesses to take advantage of international trade opportunities is supported by the high caliber of training provided by the FITTskills program. The constantly evolving international business landscape requires Canadian companies to adapt to new circumstances rather than resting on our laurels. The CITP’s commitment to ongoing professional development will ensure its members remain in demand during the years ahead.

”



HON. STOCKWELL DAY PC

Senior Strategic Advisor – McMillan LLP,
Former Minister of International Trade
Honourary CITP

“ The test of time has served the Forum for International Trade Training well. Two decades after first receiving the gold standard CITP designation, FITT practitioners continue to make their mark around the globe. Congratulations and best success for the next 20 years!

”



EXECUTIVES



JOHN TRELEAVEN

Principal, Treleven Consulting Group

CITP Since: 08/04/2000

Location: Sidney, British Columbia, Canada

“ The future in the global competitive environment lives with those who can be price and value makers. This is particularly true for small businesses. The CITP designation helps them to do business effectively in global markets based on know-how and competitiveness that does not rely on price alone.

[Read more of John's expert insights here](#)

”

Connect with John:



John Treleven BA
PhD(hon) CITP



@jht4x4

John can boast of being the 100th CITP to earn the designation 18 years ago. But that hardly captures the immense involvement he has had in the evolution and growth of FITT as an organization and the CITP designation. John was a sounding board for Dieter Hollweck, CITP, Founder of FITT, during the time the organization was created, providing valuable insights that helped shape FITT's mandate. John has been helping businesses and organizations succeed in their missions for more than 50 years. He serves on FITT's Board of Directors and acts as a mentor for countless international business professionals.



RAYMOND JOYCE

President,
The Joyce Group Inc.

CITP Since: 04/18/2006

Location: Calgary, Alberta, Canada

“ I’m on a mission to get Canadian businesses looking at opportunities beyond Canada and the US. CETA and the TPP are already opening doors for Canadian businesses, so let’s use these as the basis for looking at new markets. My favourite quote reflects the attitude I’d like to see Canadian businesses adopt and comes from the US Department of Agriculture: ‘We already have 10% of the market now let’s go get the other 90%.

”

Connect with Ray:

Raymond Joyce

After beginning his international career in trade finance in the UK, Raymond came to Canada and has been involved with FITT since 1992. He helped FITT’s founder, Dieter Hollweck, develop the FITTskills content and has delivered the program many times in the years since. That same year he also started his own consulting company working with SMEs, helping them work through periods of change including going global.

[Read more of Ray’s story here](#)



FLOYD SIMPKINS

President, Simcor Solutions Inc

CITP Since: 01/04/2012

Location: South River, Ontario, Canada

“ My advice for people working in global business is that research is so fundamental to the pursuit of any global venture. In my experience from counselling companies, this is something that some entrepreneurs want to gloss over or rush – to their detriment. There is no substitute for a methodical and considered research process that leads to better decisions about which markets to enter, how, and when.

”

Connect with Floyd:

Floyd Simpkins

A strong leader in the international business community, Floyd has been contributing to trade and development for over three decades. His career spans both the public and private sector, as he has worked to promote trade and investment for the government of Ontario, helped individual businesses achieve global success, and positively impacted hundreds of careers by serving as a college and university professor. Floyd has also played an instrumental role in the development of the FITTskills curriculum.

[Read more of Floyd's story here](#)



JUSTIN ARCHAMBAULT

Executive Director, Bluecrown International Strategies

CITP Since: 10/26/2017 | Location: Ottawa, Ontario, Canada

“ When starting a career in international business you can’t underestimate the power of networking with people in other places. Go to conferences, events, meetings, and put yourself out there. You’ll build confidence. ”

Justin Archambault
@Archambault105

Justin’s trade advisory firm helps SMEs develop international expansion strategies, business plans and marketing plans.

DOV BERCOVICI

President & CEO, The Discovery Centre

CITP Since: 04/18/2000 | Location: Halifax, Nova Scotia, Canada

“ The CITP designation built my confidence in doing international business. The knowledge you need to achieve it gives you a base that helps you make better business decisions. ”

Dov is a business development expert, and long-time CITP. After working with trade facilitation organizations such as CME and WTC Halifax, Dov moved into the education world and today runs the exciting new Discovery Centre in Halifax.



Dov Bercovic



SUSIE YOVIC HOELLER

Principal Attorney, Hoeller Law Firm

CITP Since: 05/11/2010 | Location: Land O’Lakes, Florida, USA

“ It’s very important to be curious and be prepared. If you’re going to go to a meeting or take a trip – you better have researched your clients’ background, culture, needs and environment. If you show interest in their culture you show interest in them. ”

Susie Hoeller Attorney
[Read more of Susie’s story](#)

Susie is an expert in trade law. She has been practicing international business and regulatory law for over three decades and has represented Fortune 100 companies, middle market companies, and start ups.



PAULA (LUNN) GREENE

President & CEO,
BEYOND Ventures Group Business

CITP Since: 05/01/2012

Location: Hantsport, Nova Scotia, Canada

“ Don't be afraid to fail. Be bold enough to go out there and do international business, just ensure you are prepared. If it doesn't work out be honest about it and learn from your experiences. ”

Connect with Paula:

Paula Lunn Greene

@PaulaIntlMkt

Paula is a global business expert with almost three decades of broad international experience in retail and non-profit sectors. She is also an entrepreneur who started her own consulting company where she helps clients reach beyond barriers and borders. She has also taught and contributed content to [the FITTskills program](#).

[Read more of Paula's story here](#)



CRAIG ATKINSON

Founder and Director,
Lexmerca International Trade

CITP Since: 10/25/2011

Location: Halifax, Nova Scotia, Canada

“ First, define what you want to do. Then, be willing to pivot slightly to get to where you want to be. Don't hesitate to be involved with projects on a voluntary basis and attend key conferences if possible.

”

Connect with Craig:

Craig Atkinson

@craigaatkinson

Craig has been a trade leader helping SMEs in both the public and private sectors, working with the International Trade Centre, Canadian Trade Commissioner Service and his own consulting business, Lexmerca. On top of all of this valuable work he has done to promote trade and support businesses, he has also used his considerable knowledge and experience to help FITT develop the FITTskills program as a key member of the FITT Content Advisory Panel.

[Read more of Craig's story here](#)



ENNIO VITA-FINZI

Managing Partner - Retired,
The Phoenix-Paragon Group

CITP Since: 08/02/2006

Location: Montreal, Quebec, Canada

“ Networking has to be ‘worked’, so reach out to other CITPs and offer to work together, be pushy, look for a mentor, and ask for advice (everybody is flattered when asked for advice). ”

Connect with Ennio:



Ennio Vita-Finzi

Ennio has had successful careers in both public and private sectors. He's been an entrepreneur, headed a national business council, and advised thousands of newcomers on how to succeed in Canada. He has also taught FITTskills courses and served on the FITTskills content advisory panel. Now retired, he's sharing his experience through writing and speaking engagements.

[Read more of Ennio's expert advice here](#)



GARY GUO

Managing Director, Chinway International Ltd

CITP Since: 06/26/2015 | Location: Toronto, Ontario, Canada

“ International trade is becoming integrative and multifunctional. Work on as many different types of projects as possible to build up your integrative international trade skill set. ”

Gary has spent his entire career in trade, beginning as an export trainee in China. Now he owns his own successful international trade management consultancy, Chinway International Ltd, where he leverages his business knowledge of China to help international exporters to enter the region.

in Gary Guo

IRENE JEREMIC

President and CEO, The Tableau

CITP Since: 08/31/2016 | Location: Vancouver, British Columbia, Canada

“ It is a great privilege to be part of a professional organization that certifies its members with the knowledge that is both current and relevant for global business now! ”

Irene is an entrepreneur, leading her own company which helps businesses get the insights they need to go global, including international market research, data analytics and integrating digital technology.



in Irene Jeremic
@IreneJeremic
[Read more of Irene's story](#)



MARCELA MANDEVILLE

CEO, Alberta Women Entrepreneurs (AWE)

CITP Since: 10/15/2008 | Location: Beaumont, Alberta, Canada

“ Look into all areas to engage in business opportunities. Small business, non-profit, corporate and government all offer interesting pathways to learn and share your international business knowledge and skills to support your career growth. ”

After working in large corporations in both public and private sectors, Marcela started her own business and now develops programs to support access to local and international business opportunities for women entrepreneurs with AWE.

in Marcela Mandeville
@MsBrightIdea
[Read more of Marcela's expert advice](#)



ALBERTO QUIROZ

President, Intellimeter Canada Inc

CITP Since: 04/06/1999

Location: Toronto, Ontario, Canada

“Entrepreneurs make a lot of mistakes and fail. The ones that are successful because of an idea and a hunch are in the minority. People who are more likely to be successful are the ones who know what they’re doing. They know the global trade industry. They’ve been to school, got the necessary education and training – or found those resources (professionals who know the market, global trade environment) to take them there.

[Read more of Alberto’s expert advice here](#)

”

Connect with Alberto:

Alberto Quiroz

@albertoq1634

A little over two decades ago Alberto made the life-changing decision to move from Mexico to Canada, soon making a big career shift as well, from mechanical engineering to international sales. Trilingual, and a natural at sales, Alberto excelled in this new field and has now worked in over 20 countries. Today he is an expert in sales, marketing and business development and coaches sales engineers to achieve success all over the world. He also helps FITT succeed by serving on FITT’s Board of Directors and contributing to the FITTskills curriculum.

[Read more of Alberto’s story here](#)



DIANE GIRARD

President & Owner,
Global Links Network

CITP Since: 05/05/2008

Location: Fonthill, Ontario, Canada

“ Find your niche, find good partners and leverage technology. The right training and certification is also key. Earning my CITP designation is the most important step I’ve taken to develop my business.

”

Connect with Diane:



Diane Girard

Diane has been involved in projects in over 50 countries for almost three decades. She is the founder and CEO of Global Links Network Inc., an international trade facilitation firm that specializes in private sector development and trade-related capacity-building with a particular focus on trade in services with developing countries. Diane is a long-time friend of FITT, and is celebrating 10 years of being a CITP. Over the years she has provided valuable assistance to the organization, including contributing to and instructing the [FITTSkills program](#).

[Read more of Diane's story here](#)



MICHELE VINCENTI

President and CEO,
Alvana Business Consulting Inc

CITP Since: 09/08/2015

Location: Vancouver, British Columbia, Canada

“ I really recommend staying connected with other people, joining Meetups, and other professional organizations close to your area of expertise. Business is a bit of what you know, and much more about who you know, so stay connected and expand your network. Sooner or later you will be able to help others and others will be able to help you.

”

Connect with Michele:



Michele Vincenti



@Alvana1

As you can see from his many credentials, Michele Vincenti (Ph.D., MBA, M.A., CMC, C.Mgr (Canada), CIM, C.I.M., FCSI, STI, CMgr (UK) F.CMI (UK), CITP) is an incredibly accomplished business professional, academic, educator and consultant. Aside from helping businesses succeed in their export endeavours as a consultant, he guides students through their international business education as Dean of the MBA program at University Canada West. He has taught the FITTskills program and co-organizes the [Vancouver chapter of the Global Trade Enthusiasts Meetup group](#).

[Read more of Michele's story here](#)



NAVEED AGHA

Managing Director,
RAZIQ INTERNATIONAL INC

CITP Since: 01/04/2018

Location: Brampton, Ontario, Canada

“ Adapt to customer needs in terms of product development, communication and cultural sensitivity and have respect for overseas accounts. All this will lead not only to success in dollar terms but will also result in long term business relationships.

”

Connect with Naveed:



Naveed Agha

Naveed's extensive experience in international business has taken him to places all over the world, giving him the opportunity to learn about countless cultures and ways of doing business. All of this adds to his expertise in helping companies sell their products in new markets.

[Read more of Naveed's story here](#)



EXPORT ADVISORS/ CONSULTANTS



ZEESHANALI FAZAL

Account Manager,
[Export Development Canada \(EDC\)](#)

CITP Since: 06/03/2014

Location: Montreal, Quebec, Canada

“ A company that does business in the local market is not always equipped to do business in a global market, unless they have taken the time to do the research and prepare for the risks. A CITP has a 360° view of the challenges a company could potentially face and what to do, and prepares them for global trade. The founder of a company is an expert in what they do but they are not necessarily an international business expert. When those two experts come together that’s when they can go global.

”

Connect with Zeeshanali:

Zeeshanali Fazal

Zeeshanali has passion and talent when it comes to helping businesses go global, connecting them to the resources, partners and advice they need to achieve success in new markets. He was a key contributor to the [FITTskills International Trade Finance course](#), and has an international background himself, having lived in the Democratic Republic of Congo and Pakistan before moving to Canada a couple of decades ago.

[Read more of Zeeshanali's story here](#)



LEAH PERRY

Sr. Associate - Cleantech Team, [Export Development Canada \(EDC\)](#)

CITP Since: 11/14/2016 | Location: Ottawa, Ontario, Canada

“ One thing that’s different about this profession is that you have to be ready for constant change. You have to make sure you’re on top of changing news and regulations. It’s super exciting! ”



Leah Perry CITP FIBP

Leah began her career at EDC as an intern. Today she is helping Cleantech exporters succeed internationally through financial and knowledge solutions as a senior associate on the Cleantech Team.

MOHAMMAD AL JARRAH

Loans Services Manager - Aerospace, [Export Development Canada \(EDC\)](#)

CITP Since: 04/11/2018 | Location: Ottawa, Ontario, Canada



“ Get out and be curious – its’ the best way to learn. ”

After starting out in retail banking, Mohammad developed an expertise in international finance. He uses that expertise to help clients at EDC get the funding and resources they need to go global.



JOSE RECINOS

Export Outreach Advisor, [Export Development Canada \(EDC\)](#)

CITP Since: 12/16/2016 | Location: Ottawa, Ontario, Canada

“ One thing that helped me a lot was being able to speak French, Spanish and English, which opened doors to better connect with colleagues, customers and businesses. ”



Jose Recinos

[Read more of Jose’s story](#)

Jose helps match Canadian exporters with EDC’s financial solutions to maximize their success in new markets. He is trilingual and a [2015 FITT Achievement Award Winner](#).



SHANNON MCLUHAN

Senior Manager - Ontario Region, Bank Channel,
[Export Development Canada \(EDC\)](#)

CITP Since: : 01/21/2013 | Location: Toronto, Ontario, Canada

“ There are so many different things you need to do and learn in business, but the fundamentals are still applicable – making sure that you connect with people that have gone through those experiences, and building your network. ”

in Shannon McLuhan

Starting out as an EDC intern, today Shannon identifies, builds and maintains effective long-term relationships with financial institutions as a senior manager for the Bank Channel team.

MEGAN MALONE

Senior Associate, Advanced Technologies Sector,
[Export Development Canada \(EDC\)](#)

CITP Since: 03/19/2014 | Location: Ottawa, Ontario, Canada

“ It can be easy to get lost in your day-to-day role, but it’s important to stay active in trade and continue to build your network and personal brand. You can do this by attending trade-related events, joining relevant organizations, and participating in committees or projects. ”



Megan joined EDC as the EDC-FITT intern and now helps connect Canadian companies to global opportunities in the Information and Communication Technologies (ICT) sector.



M Malone, CITP
@mmaloneCITP

[Read more of Megan’s story](#)

LADISLAU PAPARA

Regional Manager - Asia, International Business
Development Team, [Export Development Canada \(EDC\)](#)

CITP Since: 05/06/2013 | Location: Ottawa, Ontario, Canada



“ Why is culture important? Trade is all about people’s needs. The challenge is that other people have what you are selling, so understanding what people from different cultures want will help you meet those needs and overcome your competition. ”

in LV Papara

For ten years Ladislau has been helping connect Canadian SMEs to the knowledge, insurance or financing they need to succeed internationally with EDC.



CASANDRA GEORGE

Analyst Associate - Business Development Operations,
Export Development Canada (EDC)

CITP Since: 03/27/2018 | Location: Ottawa, Ontario, Canada

“ Take initiative and continue to find ways to be a student of international trade. There are so many [resources available through FITT](#), and an array of other online options to keep your skills fresh. ”

in Casandra George

Casandra’s focus at EDC is to equip front-line employees with the right knowledge, technology and insight to improve the quality and efficacy of the service they provide their clients.

KEN GIFFEN

Underwriter, Contract Insurance and Bonding,
Export Development Canada (EDC)

CITP Since: 05/05/2008 | Location: Toronto, Ontario, Canada



“ Those in this industry should follow these tips: listen to others and ask relevant questions, ask for help when needed, always be true to your word, underpromise and overachieve, and challenge yourself to work outside of your comfort zone. ”

Ken has worked with EDC for 12 years and has been a CITP for 10! In his current role he analyzes financial, political, environmental, and CSR risks for Canadian companies that require guarantee support to meet their international contractual, financial, and regulatory obligations.

in Ken Giffen
 @kengiffen



EMILIANO INTROCASO

Export Help Advisor, Trade Advisory Services,
Export Development Canada (EDC)

CITP Since: 06/05/2012

Location: Toronto, Ontario, Canada

“ Be patient, learn from others, and ask questions, especially if you are not sure about the answer. International trade is an exciting career, but it can be very costly to a company if you make a mistake. I cannot tell you how many times a client of mine was extremely thankful when instead of answering a question immediately, I took the time to research the answer properly, so that I could provide them with a solution that was clear and accurate.

”

Connect with Emiliano:



Introcaso



@introcaso

Since earning his CITP designation in 2012, Emiliano has shared his international trade knowledge with others as a college instructor, teaching [FITTskills courses](#) at a number of colleges and other organizations. He has also helped develop the courses as a valuable member of the FITTskills Content Advisory Panel and an exam item writer. Today Emiliano helps Canadian businesses get the knowledge and resources they need to successfully go global.

[Read more of Emiliano's expert insights here](#)



WAYNE ROBSON

Senior Trade Commissioner,
Trade Commissioner Service,
Global Affairs Canada
(Canadian Consulate, Chicago)

CITP Since: 04/18/2017

Location: Chicago, Illinois, USA

“Some people don't get into international business because they don't think they're ready – and some in it think they know everything. Trade is constantly evolving. Recognize that as you're moving along too and as long as you are learning you are constantly bringing value to your organization.”

”

Connect with Wayne:

Wayne Robson

@WestCoastDip

Wayne has over 30 years of experience working with Global Affairs Canada to help companies connect with the advice, resources and research they need to do business abroad. One of his current priorities is helping businesses build their digital and e-commerce strategies. Wayne has also been a strong promoter of FITT over the years and has recently joined the [FITT Board of Directors.](#)



CARINE GRAZIANO

Trade Commissioner – Industry Liaison (Oil & Gas),
Trade Commissioner Service, Global Affairs Canada

CITP Since: 08/15/2014 | Location: Calgary, Alberta, Canada

“ Diversify your experiences between public, private, educational and non-profit sectors, as they are all related and provide different angles on international business. ”



Carine Graziano
@TCSCarine

Carine’s exciting international career has taken her across Europe and back to Canada where she helps companies connect to opportunities in the oil & gas sector.

NICOLE NKUNZIMANA

Trade Commissioner - Reactive Sectors/Domestic Outreach,
Trade Commissioner Service – Global Affairs Canada

CITP Since: 12/07/2017 | Location: Calgary, Alberta, Canada



“ Don’t forget that you need to keep being exposed to different people and programs. Continual learning and new experiences can reignite the spark that drives us to do great things. ”

Nicole worked hard to get the training she needed to serve as a trade commissioner, where she advises businesses on how to grow internationally and coordinates outreach events with GAC executives.



Nicole Nkuzimana
@NicoleN_TCS



NATHALIE NERCESSIAN

Trade Commissioner, Trade Commissioner Service,
Canadian Embassy Beirut

CITP Since: 09/12/2017 | Location: Beirut, Lebanon

“ Be focused, do in-depth research about the market you are targeting, understand the complexity of working in international business environments and learn to navigate social and cultural boundaries. ”



Nathalie Nercessian
@nernathalie

Nathalie has almost two decades of experience in international business development, promoting Canadian capabilities and know-how in the Middle East Africa (MEA) region.



JOSHUA HODGSON

Counsellor (Science, Technology and Innovation), Trade Commissioner Service
- Embassy of Canada, Tokyo

CITP Since: 11/17/2003

Location: Tokyo, Japan

“ Be open to different solutions and opportunities. Diversify your markets and reduce your risk. Doing this will also expose you to more competition and give you the chance to improve your product and/or service.

”

Connect with Joshua:

Joshua Hodgson

@JoshuaHodgson3

Joshua has been working with the Canadian government for over 25 years, and with Global Affairs Canada for over 20. His work with the Trade Commissioner Service includes postings in Taipei, Taiwan, Port of Spain, Trinidad & Tobago and now Tokyo, Japan, as well as regional offices in Toronto and Vancouver. Joshua served as a valuable subject matter expert, assisting in the development of the FITTskills 7th edition.

[Read more of Joshua's story here](#)



KURAI KINGSLEY

Trade Commissioner, Canadian Embassy Zimbabwe, Global Affairs Canada

CITP Since: 01/08/2013 | Location: Harare, Zimbabwe

“ Keep an open mind and continue learning. That is a critical element to a successful career in international business. ”



Kurai Kingsley
@KuraiKingsley

As a trade commissioner Kurai has found has worked to build economic activity from bare resources by turning exports into employment, business, and education opportunities.

AMANDA MCNAUGHTON

Deputy Director, Regional Office of the Prairies and NWT, Trade Commissioner Service, Global Affairs Canada

CITP Since: 09/22/2015 | Location: Calgary, Alberta, Canada



“ Never underestimate the value of research. ”

Amanda works hard to ensure that the TCS is an organization of continuous improvement, responsive to industry needs, and provides excellent client service to importer-exporters.



Amanda JW McNaughton
@AJWMcN



SONIA RAI

Agriculture Officer, Agriculture and Agri-Food Canada (AAFC), High Commission of Canada, New Delhi, Global Affairs Canada

CITP Since: 11/05/2015 | Location: New Delhi, India

“ In the world of international trade, we all should strive to be the skillful change agents identifying underlying problems affecting change and working to develop a holistic and long-term view of challenges and opportunities in respective export markets. ”



Sonia AgriCanada

As Agriculture Officer, Sonia assists Canadian agri-food companies with assessment of market potential, market entry, economic development, investment promotion, and making connections with high-value contacts.



MAXIM BERDICHEVSKY

Deputy Director, Investment Trade
Policy, Global Affairs Canada

CITP Since: 09/08/2015

Location: Ottawa, Ontario, Canada

“ Ensure you have a comprehensive understanding of your business environment, including legal frameworks and financing mechanisms. All too often I’ve encountered exporters that were chasing commercial deals without fully understanding how to mitigate legal and financing/payment risks. A deal that results in a sale but not cash in your bank account is not a good deal, in my view. ”

Connect with Maxim:

Maxim B

@MaximCDA

At Global Affairs Canada, Maxim has spent majority of his 18-year career primarily as a trade commissioner promoting Canadian exports and investment globally and has been posted in 4 different countries: Korea, Kazakhstan, Mongolia and in Russia, working with Export Development Canada on using trade financial solutions to help Canadian trade and investment. Most recently Maxim has been negotiating investment treaties for Canada.

[Read more of Maxim's story here](#)



MARCEL LEBLEU

Canadian Ambassador to Colombia,
Embassy of Canada, Bogota
(Global Affairs Canada)

CITP Since: 05/26/2011

Location: Bogota, Columbia

“ My team and I look forward to working with our Colombian friends to build the important relationship between Canada and Colombia, as well as with the Pacific Alliance, a regional integration block formed by Chile, Colombia, Mexico and Peru. As international business people, we all need to keep an eye on this changing world and keep looking at what’s new and how we can get involved.

”

Connect with Marcel:



Marcel Lebleu



@marcel_lebleu

Following assignments in Cameroon, Costa Rica, Argentina and Spain as Commercial Counsellor, Marcel was appointed Director and Senior Trade Commissioner of the Quebec Regional office of the Department of Foreign Affairs and International Trade. He served as Canada’s Ambassador to Chile before being appointed Ambassador to Colombia in 2017. Marcel has been an advocate for increasing the capacity and service of Canada’s Trade Commissioner Service and introduced FITskills training and certification as part of the ongoing professional development of all trade commissioners.



PETER KUCHEREPA

Senior Policy Advisor,
Global Affairs Canada

CITP Since: 11/29/2010

Location: Ottawa, Ontario, Canada

“ In the song “Like a Rolling Stone” Bob Dylan sings “When you have nothing, you have nothing to lose.” For those starting off their careers, take the risk, as you have nothing to lose!

”

Connect with Peter:



Peter Kucherepa



@Kucherepa

Peter’s career journey continues to place him at the intersection of the disciplines of business, policy and law. Having an academic and work expertise in these areas, Peter provides advice to governments, businesses or not-for-profits to address challenges when concurrently affected by these themes. This has provided him a wide variety of experiences across Canada and over three continents. Peter is also a member of the FITT Board of Directors and a valuable contributor to the FITTskills program curriculum.



JEFF COOPER

Director of Agri-Value, [Saskatchewan Trade & Export Partnership \(STEP\)](#)

CITP Since: 05/27/2014 | Location: Saskatoon, Saskatchewan, Canada

“ Be aware that the international marketplace is ever changing and to be successful you need to be on top of what is going on. The more knowledge you have about the world, the better you will be at your job. ”



Jeff Cooper

@SKFoodGeek

[Read more of his story](#)

In his important work with STEP, Jeff supports Saskatchewan agriculture companies in bringing their products to new markets outside of the province.

RÉKA GAJÁRI

Market Intelligence Specialist,
[Saskatchewan Trade & Export Partnership \(STEP\)](#)

CITP Since: 04/08/2014 | Location: Regina, Saskatchewan, Canada

“ For those starting their international business careers, it is important to keep in mind that international does not mean ‘to a faraway land.’ STEP helps Saskatchewan exporters to find opportunities outside of our provincial border, within Canada and around the world. ”

As a Market Intelligence Specialist at STEP, Réka has provided over 300 customized reports to Saskatchewan exporters, helping them prepare to go global fully informed.



Réka Gajári

@rekagajari



MORTOZA TARAFDER

Director, Trade Development - Agriculture,
[Saskatchewan Trade and Export Partnership \(STEP\)](#)

CITP Since: 08/26/2011 | Location: Regina, Saskatchewan, Canada

“ Build your business network. People are so busy these days it’s important to meet in person whenever you can and ensure you stand out. ”



Mortoza Tarafder

After serving as a trade commissioner in Bangladesh, Mortoza moved to Canada and began working with STEP, helping Saskatchewan businesses become export ready.



WILLIAM KOSAR

Public Private Partnership Advisor,
USAID Afghanistan Strong Hubs for
Afghan Hope and Resilience (SHAHAR)

CITP Since: 8/15/2013

Location: Kabul, Afghanistan

“Go out into the world and get as many wide and varied experiences as possible. In business and in life, do not be afraid to take chances. Having a recognized international trade designation such as the **CITP® | FIBP®** will give you added credibility as you step out into the wider business world.

”

Connect with William:

William Kosar

@BillKosar

After many years of practicing law in Canada, Bill decided to take his career in a more global direction. He has since pursued several opportunities to serve as a legal and international trade advisor to national governments, providing training to lawyers and government officials in international business law. Bill is deeply passionate about his work, and his efforts over the last several years have been crucial to the development of international trade in several countries including Somalia, Afghanistan, Georgia, Iran and Iraq. In addition to his valuable trade development work, Bill has also served as a [FITTskills instructor in multiple training sessions held in Iraq.](#)

[Read more of Bill's story here](#)



IGOR CHIGRIN

Export & Import Consultant, Win Global Partners

CITP Since: 12/19/2013 | Location: Richmond Hill, Ontario, Canada

“ When you are talking to people electronically or in person you need to know how people behave, how to tailor your communications to them and understand the different boundaries and level of acceptance of certain things within your global market. ”



Igor Chigrin
@winglobal_igor

[Read more of Igor's story](#)

Igor started his own import/export consulting business nine years ago when he realized so many business people had the same questions about how to go global, and he had the answers!

BELINDA MUI

International Trade Advisor,
Canada / British Columbia Business Services Society

CITP Since: 03/07/2014 | Location: Boston, Massachusetts, USA



“ Equip yourself with the best tools, resources for planning and network to ensure success as you navigate the exciting world of global trade. One of the best ways to be equipped as you begin your journey is through FITT and the [CITP community](#). ”

Belinda has successfully launched several businesses ranging from online sales to trading internationally, and has shipped to every continent in the world with the exception of Antarctica.



Belinda Mui

[Read more of Belinda's story](#)



DEBORAH YAUDEN

International Business Consultant and Trainer, Self-employed

CITP Since: 01/22/2008 | Location: St. John's, Newfoundland, Canada

“ Networking and fostering relationships are essential to business development because you never know where your next contact or opportunity may come from. ”



Deborah Youden

An early experience selling cameras and records to international fishermen sparked Deborah's interest in global business. Today she works predominantly with women entrepreneurs wishing to export their goods and services.



BRENT MCNIVEN

International Trade Consultant, XPM Global Consultants Ltd

CITP Since: 02/24/2015 | Location: Calgary, Alberta, Canada

“ Do your research to see where you want to do business, pick the market that makes most sense, spend the money to create a local division, then you’re part of local supply chain. You need knowledge of local culture, language and laws. ”

in Brent McNiven
[Read more of Brent’s story](#)

Brent is a multilingual, multinational trade and business development expert. In the past three decades he has worked on over 100 projects in 25 countries from Afghanistan to Venezuela.

BRENDAN EZEANOWI

International Business Specialist, International Roads Dynamics Inc.

CITP Since: 11/17/2015 | Location: Saskatoon, Saskatchewan, Canada

“ I strongly recommend taking the FITTskills courses and pursuing the CITP designation. It brings in itself, a commitment to be the best for yourself, for your organization and by extension, to the customers. ”

Originally from Nigeria, where he worked for a large investment banking firm, Brendan was inspired to come to Canada and begin a career in international business. Today he helps his clients improve their logistics and transport systems.



in Brendan Ezeanowi
[Read more of Brendan’s story](#)

LIESL HAREWOOD

Independent Consultant, Freelance

CITP Since: 04/29/2016 | Location: Halifax, Nova Scotia, Canada



“ Now is a great and exciting time to be in this field. People just starting out have a lot more opportunities as there are great training programs. Having the flexibility to do in-class and online courses makes it possible for people of all walks of life. ”

in Liesl Harewood
tw @lieslharewood
[Read more of Liesl’s story](#)

Liesl is an independent consultant who specializes in international trade development and entrepreneurship. With over ten years of practical trade experience, she’s ready to give companies the advice they need to succeed.

NORMAN WIJAYA


**B2B Sales Professional,
Consulting**

CITP Since: 02/23/2018



“ If you want to go big, go international. Exporting is not without its risks and complexities, but a skilled international trade professional will take companies through those small uphill steps which may seem painful in the near-term but can also pay off greatly in the long-run. ”

With an international background himself, born in Indonesia from a Chinese heritage, Norman has always had a passion for international affairs and business. Having studied and worked in China, Singapore and Canada, he provides specialized advice to companies who are in the process of expanding their sales in the international markets.

 Norman Wijaya

BRENDAN MC MANUS

Sector Specialist, Standards Council of Canada

CITP Since: 04/24/2015 | Location: Ottawa, Ontario, Canada



“ Keep an open mind to how things may be done in other countries and sectors to add extra insight and inspiration to your work. Because the work we do is international, we have to be able to look at success stories and business cases from everywhere worldwide and see what challenges we share. ”

 Brendan Mc Manus

Passionate about trade, finance and industrial policy, Brendan currently supports Canadian contribution to international standardization bodies through research, identifying innovation opportunities and developing strategies for his stakeholders.



BUSINESS AND TRADE DEVELOPMENT



SONIA MANCUSO ROOT

**Business Development Manager,
Pacific Coast Fruit Products Ltd.**

CITP Since: 11/23/2009

Location: West Kelowna, British Columbia, Canada

“ Trade is the most fun thing I've ever done. Technology has brought business from all over the world to our back door. If that person is a CITP it brings you that much closer and makes doing business that much more efficient.

”

Connect with Sonia:

Sonia Mancuso Root CITP

Sonia is an expert in all facets of sales management and in developing and implementing highly successful marketing and promotional programs. She has been involved with FITT for almost two decades as a contributor to the FITTskills course material and speaks four languages.

[Read more of Sonia's story here](#)



THOMAS DEWOLF

Director - Business Development
and Sales – ASIA (Retired),
Canadian Commercial Corporation

CITP Since: 02/28/2006

Location: Greely, Ontario, Canada

“Connecting face to face is still so important. Listen to as many experienced business people as you can. Take every opportunity to meet entrepreneurs, people from other parts of the world, network and learn from all of these folks. And get into the nitty gritty of trade and be passionate about it. This will really help you in the long run.”

Connect with Thomas:



Tom DeWolf BA, BEd, CITP

Thomas's extraordinary international business career can be summed up in a number of ways: 38.5 years in the field, over 2,000,000 miles in travel, 19 years working abroad, and 17 years with the Canadian Commercial Corporation. Through it all, he remained focused on helping individuals and businesses meet their objectives in new international markets. Today Thomas is traveling the world with his wife and, though retired, he remains involved in helping businesses succeed globally by sitting on the board of an international business organization.



SUZANNE MCCRIMMON

Director of Business Development,
Peterborough Economic Development

CITP Since: 3/30/2000 | Location: Peterborough, Ontario, Canada

“ Keep an open mind and realize the importance of engagement at all levels to make your network strong. The strength of networking with like-minded professionals has allowed me to reach out to colleagues for best practices on specific projects. ”



Suzanne McCrimmon
@PtboSuzanneM

Suzanne has worked with all levels to build sustainable communities through economic development activities.

MELISSA COOMBS

Economic Development Officer,
Innovation at Government of Newfoundland and Labrador

CITP Since: 03/04/2014 | Location: St John's, Newfoundland, Canada

“ My CITP® | FIBP® designation has given me recognition among my peers. The opportunity to network and work with various CITP's has been instrumental in my career and professional growth. ”

Melissa has worked with Newfoundland manufacturing companies to help them successfully become part of the supply chain of major organizations.



Melissa Coombs
@MelissaCoombs3

[Read more of Melissa's story](#)



MICHELLE GUNN

Sales Account Manager, Oxford Food Group

CITP Since: 12/16/2014 | Location: Oxford, Nova Scotia, Canada

“ Search for career opportunities in organizations with profound international operations. Not only will you be able to showcase your knowledge and provide assistance, but you will also have the opportunity to learn from some of the best global practitioners in the business world. ”



Michelle Gunn

[Read more of Michelle's story](#)

Michelle has quickly moved up in her career from intern to management at a young age, and she's not nearly done expanding her business horizons yet.



BOB GREAVES

Director, Land Management,
Civeo

CITP Since: 2/28/1998

Location: Calgary, Alberta, Canada

“ You need to have a firm grasp on what’s important to your clients and decision makers that you’re working with. It’s absolutely critical to have that understanding and has proven true time and time again in my career. It never hurts to ask the question - when this deal is done what is your vision of success? If you put in the effort the payback is worth it.

”

Connect with Bob:



Bob Greaves

Bob has been a CITP for 20 years, making him one of our first ever CITP designation holders! Today he has more than 25 years of experience as a business development leader. His work has mainly focused on technology and process, serving the North American and international energy marketplace. Bob applies his market knowledge and relationship skills leading a team at Civeo supporting the Logistics & Workforce Accommodations needs of clients in the Canadian Resources Development market.



YULIYA DEMISH

Export Development Executive, Nova Scotia Business Inc.

CITP Since: 11/04/2004 | Location: Halifax, Nova Scotia, Canada

“ Consider taking [FITSkills training](#). More and more Canadian companies list CITP designation as an asset for job opportunities they offer. ”



Yuliya Demish
@yuliyavod

Yuliya uses her trade expertise to help Nova Scotia businesses discover new export opportunities around the world.

LOUEI ALI

Senior Client Manager, Gulf Business Machines - Oil & Gas and Ministry of Interior

CITP Since: 04/17/2015 | Location: Qatar

“ Do not miss the opportunity to distinguish yourself with international trade education and the appropriate certification. With such tools under your belt, you are building much needed confidence and trust where clients would be willing to transact with you across the globe. ”



Louei is a sales and service expert, managing client relationships from end to end with major players in the Middle East Oil & Gas industry. He is passionate about sharing his knowledge through coaching and you may have seen some of his valuable insights on [TradeReady.ca](#)



Louei Ali
@LoueiAli

[Read more of Louei's story](#)



IRYNA BURAK

International Business Development Specialist, Ideal Protein

CITP Since: 02/18/2018 | Location: Ottawa, Ontario, Canada

“ Young professionals need to know that often in order to start a career in international business, they have to start elsewhere in the company (e.g. sales, logistics, marketing). You may have to create initial international opportunities for your company instead of just waiting to land a fancy job in this field. ”



Iryna Burak, LL.M.,
CITP-FIBP

Iryna has tried on a few different careers before landing in international business, including practicing law. Today she facilitates companies' global growth and builds lasting relationships with international partners.



PETER HERNANDEZ

Director of Business Development,
Value-Added Food Products, Tri-Meats Inc.

CITP Since: 11/30/2005

Location: Oshawa, Ontario, Canada

“ Believe in yourself. You’ll never be all things to all people. You do not need to be an expert when starting out, you just need to be coachable and have a strong willingness to learn. Be focused, treat others with respect, and trust your instincts.

”

Connect with Peter:



Peter Hernandez, CITP

Peter has spent close to two decades in his remarkable career in international logistics, supply chain, business development and agri-food trade. Originally from Chile, his Spanish language skills give him an advantage as he specializes in increasing sales and managing relationships in the Mexican market.



MARKETING, RESEARCH AND COMMUNICATIONS PROFESSIONALS



LORA RIGUTTO VIGLIATORE

Marketing Manager, CircuitMeter Inc.

CITP Since: : 04/04/2011 | Location: Toronto, Ontario, Canada

“ A company doing business in international markets must adjust its marketing strategy to reflect local characteristics. Otherwise, it may not achieve long-term success. ”



Lora Rigutto CITP
@CITPLora

[Read more of Lora's story](#)

After taking a few years off to focus on her family, Lora earned her CITP designation and started the second stage in her career as an international marketing expert and FITTskills instructor.

TAHIR KHURSHID

Marketing Consultant, Saudi Industrial Development Fund

CITP Since: 01/04/2012 | Location: Riyadh, Saudi Arabia

“ Continuously read up on trade policies of various blocs, groups and even key countries. Things change at a rapid rate. ”

Tahir is an international marketing expert and works with the SIDF touching a wide range of products and sectors. He hopes to someday teach international marketing and trade.



Tahir Khurshid

[Read more of Tahir's story](#)



SONYA JENKINS

Communications and Policy Coordinator,
Animal Nutrition Association of Canada

CITP Since: 09/20/2010 | Location: Ottawa, Ontario, Canada

“ Be open to any opportunities that come your way. I didn't have a background in agriculture but was open to it and landed a job that I love. So even if it doesn't fit your idea of what you want in a career, try new things and you'll get where you want to go. ”



Sonya Jenkins
@sonyajenkins

[Read more of Sonya's story](#)

Sonya is passionate about working with international partners and loves to be in the middle of all the action when it comes to policy and improving those relationships.



EDUCATION SERVICES



ANASTASIA LIM

Executive Director, University Relations,
University of Alberta

CITP Since: 10/21/1998

Location: Edmonton, Alberta, Canada

“As Canadians, when we do business abroad - we are not just representing our business – we are wearing the Canadian flag like a badge of honour. We need to remember that what we say, how we behave, and how we treat others reflects on all Canadians. So, be courageous, be innovative, be bold, be better and be Canadian!

”

Connect with Anastasia:



Anastasia Lim

Anastasia spent almost 23 years helping citizens grow their businesses through international trade in public service positions with the Canadian government. With many of the skills and competencies she learned and practiced as a CITP, she then redirected her career journey and now builds and nurtures partner relationships with the University of Alberta. Anastasia was one of FITT's first CITP designation holders and celebrates 20 years of being a CITP this year!



MIKE AU

Academic Coordinator,
Acsenda School of Management

CITP Since: 01/13/2006

Location: Vancouver, British Columbia, Canada

“As international business professionals, we should always be prepared to find ways to do things better. This involves continuous work to improve the status quo and often going the extra mile and putting in extra hours.”

Connect with Mike:

Mike Au

@Mike_Au1

With decades of trade experience, Mike focused his career on supply chain logistics, compliance and education. He has a particular passion for the “3PL: People, Planet, Profit” approach to sustainable supply chain practices. He has long been a valuable member of the FITT community and has served on several committees and as a FITTskills program instructor.

[Read more of Mike's tips for global business here](#)



SYLVAIN CHARBONNEAU

Professor, International Business & Trade,
Acsenda School of Management, University Canada West

CITP Since: : 11/26/2015 | Location: Vancouver, British Columbia, Canada

“ Create relationships with other trade professionals. Your professional network is so important. ”



Sylvain Charbonneau
@charbosy

[Read more of Sylvain's story](#)

With a background in international sales, marketing and international relations, Sylvain is well-equipped to teach others as they begin their global business careers.

JOE GUBBELS

Education Professional - Retired

CITP Since: 05/11/1998 | Location: Peru

“ The best advice for those involved in international business is to expect the unexpected. Be flexible with the business plan and make changes as required. ”

Joe's professional career included roles as director of a community college and international marketing. As a retiree, he has spent the last 12 years as a volunteer in Peru, developing an education complex for women and disaster recuperation projects. Joe is celebrating 20 years as a CITP this year!



 Joe Gubbels



ROB GNAEDINGER

Director, Global Learnings and Certification, CIENA

CITP Since: 02/24/2010 | Location: Ottawa, Ontario, Canada

“ Being global is very much a necessity of doing business. If you're going to work for a company you need to be prepared to come at it from a global perspective. ”



Rob Gnaedinger PMP CITP

Rob has two passions, business and training. In his career he has helped multiple educational organizations, including FITT, bring valuable professional development to those who seek it.



MARTHA NELSON

Director, Advancement,
University of Waterloo

CITP Since: 6/12/1998

Location: Waterloo, Ontario, Canada

“As a member of the first graduating group of CITPs, I can say with certainty that my CITP designation and FITT training helped advance and strengthen my career over the past 20 years. From 10 years as a marketing executive to 10 years in Canadian higher education, my CITP experience has served me well throughout my extensive work experience in Europe, China, S.E. Asia, the United States and Latin America.”

Connect with Martha:



Martha Nelson

Martha's extensive experience in branding, marketing, public affairs and global corporate communications includes leadership roles at institutions, international corporations and the Canadian government. She is fluent in Spanish and has worked in several Latin American countries throughout her extensive career. Martha is one of FITT's first CITP designation holders and has contributed greatly to FITT's success, having served as the Chair of FITT's Board of Directors.



CUSTOMS SPECIALISTS



SIMON SLYPER

Senior Customs Compliance Specialist –
Logistics Group , Amscan Inc.

CITP Since: 05/13/2016

Location: Elmsford, New York, USA

“Continuing education is extremely important in international trade. Regulations are ever changing, and for a company engaged in cross-border business, there are many developments to stay aware. I make it a priority to regularly take online courses on trade related subject matter, and have had the opportunity to take participate in outside training in the areas of hazmat, export controls, classification, and more. I also enjoy regularly attending conferences and seminars to meet and learn from fellow trade professionals.”

Connect with Simon:



Simon Slyper

@SimonTradeBuzz

Simon began his international career with the U.S. Department of Homeland Security. Inspired by entrepreneurial family members, he took his background in political science and Arab studies and made the switch to international business. Today he helps a major international company keep their global shipments compliant with U.S. customs.



MARCI KOBE

Owner, Customs Broker, Clearsmith International Inc.

CITP Since: : 05/27/2010 | Location: Calgary, Alberta, Canada

“ Working with great mentors over the years gave me the confidence to step out on my own and start my own customs brokerage firm. ”

in Marci Kobe

As a student, Marci took a job at a customs brokerage firm, not knowing she was taking the first steps in her customs and supply chain career. Today she owns her own customs brokerage firm.

MOHAMED MBAREK

Certified Customs Specialist, Customs Rater

CITP Since: 07/21/2017 | Location: Montreal, Quebec, Canada

“ For those looking to take on new opportunities in their careers, consider getting the CITP designation. The confidence CITP will give can make the difference and will help you stand out from the crowds of other candidates, it worked for me. ”



Mohamed is an experienced customs specialist, skilled in negotiation, budgeting, business planning, analytical processes and sales.

in Mohamed Mbarek CITP
[Read more of Mohamed's story](#)



SUZANNE CASCANETTE

Senior National Customs Consultant,
Kintetsu World Express (Canada) Inc.

CITP Since: 01/29/2003

Location: Victoria, British Columbia, Canada

“ We should never stop learning in my opinion. Mentors can help you understand the best training and education opportunities to get you to where you want to be in your career. A mentor could be a colleague or even someone you find through networking. And think about what you have to offer in return!

”

Connect with Suzanne:

Suzanne M Cascanette
CITP LCB

Suzanne has over 30 years experience managing global supply chain requirements for a diverse industry sector base and extensive portfolio of commodities. She has been a CITP for 15 years and has worked closely with FITT over that time, serving on advisory panels and contributing as a subject matter expert to the FITTskills course curriculum.

[Read more of Suzanne's story here](#)



LOGISTICS AND SUPPLY CHAIN MANAGEMENT



KARL MIVILLE DE CHENE

Senior Value Chain Advisor & Trade Promotion Expert,
Contacts Monde

CITP Since: : 12/18/2008 | Location: Montreal, Quebec, Canada

“ To succeed in international trade you need to be patient and keep pushing forward. ”



Karl Miville de Chene
@kmdc

With more than 25 years of experience in international business, Karl is an expert in global value chain processes, strategic planning, international marketing and risk management.

SEBASTIÁN MENESES GARCIA

Regional Branch Support Manager, MacLean Engineering

CITP Since: 07/09/2013 | Location: Barrie, Ontario, Canada

“ You learn on the job in international business, but it’s great to have access to [FITT’s resources](#) and a network of other experts to continue to grow in my career. The knowledge gained from the [FITTskills program](#) has been key at helping me be more effective at my job. ”



Sebastián has used his international expertise to build relationships with freight forwarders, partners and helped businesses adapt to ever-changing logistics practices.

Sebastián Meneses



ILLIA DUMBADZE

Project Manager, Easy Logistic Solutions sp. z o.o.

CITP Since: 06/10/2015 | Location: Poznan, Poland

“ If you want to be the best, you have to work harder than the rest! ”

Illia Dumbadze
[Read more of Illia’s story](#)

Illia is an ambitious, multilingual supply chain and logistics expert who has made an impact at companies across Europe and Canada.



SARAH BARNES-HUMPHREY

Supply Chain Expert, CEO Shipz, Host Podcast, Shipz Inc.

CITP Since: 06/22/2010

Location: Milton, Ontario, Canada

“ Take a look at the industry and where it’s going. Things are changing so fast so you want to know where the opportunities are. Look to the future to plan your present. And give back to your community whenever you can. ”

Connect with Sarah:

Sarah Barnes CITP

@sarahcaroline88

@LetsTalkSChain

Sarah began her global business career working for her family’s freight forwarding business straight out of graduating high school. Over the last decade she has honed her skills through experience and her [FITTskills training](#) to become an expert in marketing, supply chain management and sales. After earning her CITP designation eight years ago, she became even more involved in the global business community, joining FITT’s Board of Directors, taking on consulting work and starting her growing podcast [‘Let’s Talk Supply Chain’](#).

[Read more of Sarah’s tips here](#)



FADI GHABY

Supply Chain Manager, Business Navigation & Reporting,
ALDO Group

CITP Since: : 04/13/2011 | Location: Montreal, Quebec, Canada

“ Having the CITP designation gives me more credibility in the eyes of my colleagues because it is industry-validated and earned by meeting the rigorous competencies of the certification program. My perceived credibility and professionalism were responsible for my successful promotions. ”

in Fadi Ghaby, CITP FIBP
Read more of Fadi's story

Since earning his CITP designation, Fadi has diligently worked his way up through his organization, earning four promotions from his first position as Customs Operations Coordinator to his current Supply Chain Manager role.

TRESCA REICHERT

Purchasing Agent, SaskEnergy

CITP Since: 06/18/2010 | Location: Regina, Saskatchewan, Canada

“ Ensure you research the political and cultural factors of the country you wish to entertain doing business with. ”

Tresca's career focus has been working with international suppliers negotiating mutually beneficial agreements. After working with Evraz Inc and the City of Regina, she now works as a purchasing agent for SaskEnergy.



in Tresca Reichert



FINANCE AND COMPLIANCE SPECIALISTS



TRACEY NELSON

Director of Finance,
Open Blue Sea Farms Inc.

CITP Since: 06/10/2016

Location: Bedford, Nova Scotia, Canada

“ Take the initiative to involve yourself in every aspect of the business. Get out of your comfort zone and take advantage of any new opportunity you are presented with.

”

Connect with Tracey:



Tracey Nelson CPA, CGA

Tracey uses her combined knowledge of international trade processes and finance to lead Open Blue to make the best accounting and strategic decisions.



KRISTIE LUK

Senior Trade Compliance Specialist,
SSENSE

CITP Since: 05/13/2016

Location: Montreal, Quebec, Canada

“ Be humble and open-minded. Look for experienced and passionate professionals to learn from. In addition to academics, learning through first-hand experiences will provide you substantial insight into the inner workings of international business. ”

Connect with Kristie:

Kristie Luk

Kristie is an ambitious and enthusiastic trade professional, who “hit the ground running” when she began her career. She started out in Canadian customs brokerage and has recently ventured into luxury fashion e-commerce, helping her company navigate the ever-changing rules and regulations of cross-border e-commerce transactions. She is also a recipient of the [FITT Achievement Award](#), given to a student who has shown notable combinations of community involvement and academic success.

[Read more of Kristie's story here.](#)

TOP 5 REASONS I BECAME A CITP

01

I wanted to be best equipped to advise my clients

“ I found that the training that went into the designation really made me more qualified to advise my clients about international activities. ”

Bob Greaves, Director, Land Management, Civeo | CITP since 1998

02

It gave me instant credibility with my clients

“ What being a CITP has meant to my career as a small business owner is that I have to spend less time talking about the ins and outs of my experience because I have the credibility of my designation. It gives my clients more comfort and confidence. ”

John Treleven, Principal, Treleven Consulting Group | CITP since 2000

03

It gave me access to new projects and an international professional network

“ The designation supplied me with the recognized standing I needed—and still need—to open up doors to exciting new projects and a network of international-trade experts around the world. ”

Diane Girard, President & Owner, Global Links Network | CITP since 2008

04

I wanted to stand out from the competition

“ I felt like I had progressed in my career to the point where I felt equipped to apply and it was a great way to brand myself a bit to have the designation. I think it's important to have those credentials and set yourself apart from the rest. ”

Simon Slyper, Senior Customs Compliance Specialist, Amscan Inc. | CITP since 2016

05

I wanted the confidence to achieve my career goals

“ A six year hiatus from my profession had left my confidence shaken. Although I had the international trade experience, I was in essence starting over and I needed to carve out a niche as an international trade practitioner. My CITP designation now stands as a symbol of my competency and credibility in global business. ”

Lora Rigutto Vigliatore, Marketing Manager, CircuitMeter Inc. | CITP since 2011

“ Networking is so critical. FITT wouldn't have happened without it. ”

Dieter Hollweck, Founder and Past President, FITT

How you can get involved in the FITT Community

JOIN THE CONVERSATION AND EXPAND YOUR NETWORK!

There are plenty of ways for you to get involved in the conversations that matter and gain connections in the international business community. One way is to follow us on [LinkedIn](#), [Twitter](#), [Facebook](#) and [Youtube](#).

You can also ask questions and see what certified (and soon to be certified) trade professionals are saying in our [CITP LinkedIn group](#) and [FITT LinkedIn group](#). Check out our monthly [#TradeElite Twitter chats](#) to join the conversation and see what's trending in international business.

ADVANCE YOUR CAREER OR GROW YOUR BUSINESS

Get on the path to [become a CITP!](#) FITT offers [international business training](#) to help professionals improve their performance on the job and thrive in their careers. Business owners and employers can also use our resources to upskill their teams and improve their bottom lines. Take training online from anywhere and at your own pace through [courses](#) or [workshops](#) or [in-class](#) with an instructor.

Questions?

Send questions, feedback, or just say hello at marketing@fitt.ca.

We'd love to hear from you.

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YEARS

FITT