

2021 MILESTONES



BUILDING TRUSTED LEADERS FOR A DATA-DRIVEN WORLD

CAIP Canada is the professional body for Canada's Certified Analytics and Insights Professionals



300+ INDIVIDUAL MEMBERS

Over 300 members of certified research, analytics and insights professionals in Canada including 35 living fellows since formation in 2019.

11-MEMBER DIVERSE BOARD & 1 COO

Coast-to-coast 11-member diverse and accomplished Board of Directors with expertise in all aspects of research, analytics and insights. Staffed with a Chief Operating Officer (COO) who also works for CRIC as their CIO.



Robert Wong



Maxime Bourbonnais



Yvonne Brouwers

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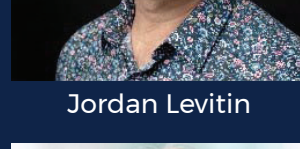
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Arundati Dandapani

CHIEF OPERATING OFFICER:

Arundati Dandapani
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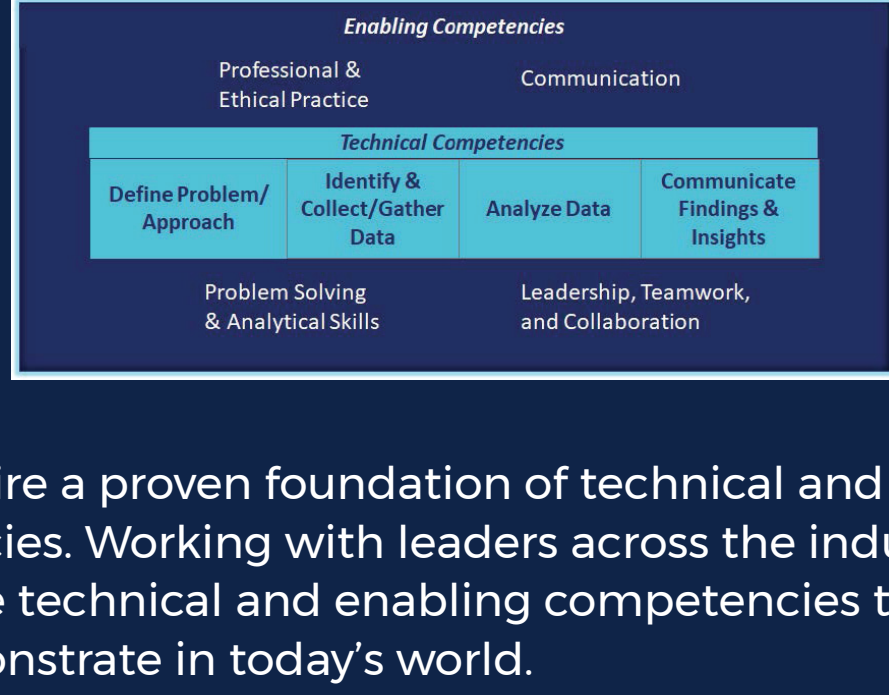
CAIP CHAIR'S QUOTE

ROBERT WONG, FCRIC, CAIP:

"CAIP Canada evolved from several voices recognizing there was a need for leadership among industry professionals to become a Canadian, globally endorsed body of Certified Analytics and Insights Professionals practicing the highest standards and ethics. Get involved in upcoming professional development activities! Let CAIP Canada be your voice!"

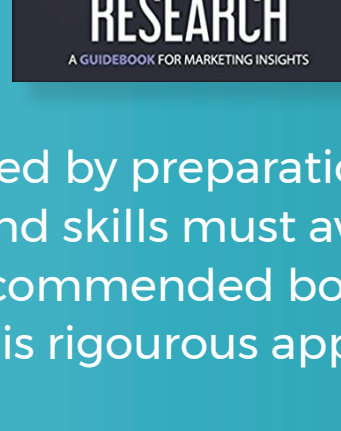
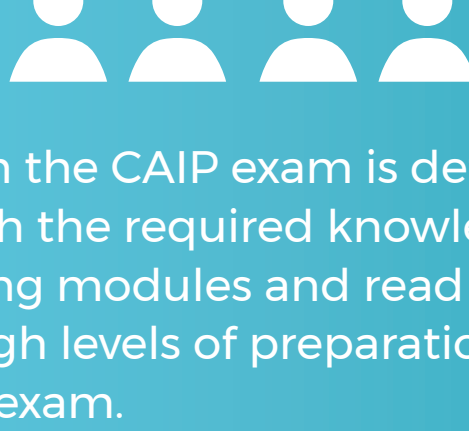
SET UP A COMPREHENSIVE WEBSITE WITH A GROWING SOCIAL MEDIA PRESENCE

CREATED A MODERN RESEARCH INDUSTRY COMPETENCY FRAMEWORK FOR CAIPS



CAIPs require a proven foundation of technical and enabling competencies. Working with leaders across the industry, we defined the technical and enabling competencies that a CAIP must demonstrate in today's world.

DEVELOPED ONLINE EXAM, PREPARATION SEMINAR AND TRAINING MODULES INCLUDING LIVE WORKSHOPS AND A RECOMMENDED BOOK



Success in the CAIP exam is determined by preparation levels. Those with the required knowledge and skills must avail of the training modules and read the recommended book to ensure high levels of preparation in this rigorous applications-focused exam.

RELEASED MONTHLY ONLINE E-NEWSLETTER IN COLLABORATION WITH CRIC AND ESOMAR



foresight is the monthly e-newsletter from CRIC, CAIP and ESOMAR offering news about the research, analytics and insights industry in Canada and abroad through our partners. *foresight* also has a blog on the CRIC website to which professionals contribute.

11 INDUSTRY CLIENT AND SUPPLIER SPONSORS DEMONSTRATED SUPPORT



Thanks to CAIP Canada's sponsors: ATB Financial, CRIC, Environics Analytics, Environics Research Group, Illumina Research Partners, Cadillac Fairview, CRC Research, Ipsos, Leger, Majid Khoury, MBA Recherche, Numeris, and RMCG for their support to date. CAIP sponsorship is a great way to showcase organizational support for Canada's growing research, analytics and insights profession.

"Cadillac Fairview supports forward-thinking organizations, and CRIC and CAIP are definitely the front runners when it comes to research, analytics and insights in Canada."

Kevin Akyeampong, CAIP, Cadillac Fairview



FIRST CAIP EXAM CONDUCTED IN APRIL 2021

Congratulations to

► Nicholas Thompson, CAIP

► Nicole Cadek, CAIP

► William Gibson, CAIP

"The CAIP designation next to someone's name signifies the experience and skill to deliver thoughtful research and meaningful insights for the business to succeed."

Nicole Cadek, CAIP, Nova Scotia Power

ACCOLADES TO 60+ EXPERIENCED PRACTITIONERS WHO DEMONSTRATED CAIP COMPETENCIES WITH 15+ YEARS OF LEADERSHIP



"Our CAIP designations matter to me and my team because the designation is a badge of honour that attests to the years of intelligence, rigour and diligence we bring to our discipline and industry."

Linda Di Luzio, PhD, CAIP, Bell



"ATB Financial is a proud sponsor and has several members of CAIP Canada. We value the code of conduct, high standards in practice, and trust training provided by CAIP."

Tawnya Bryden, CAIP, ATB Financial

ESTABLISHED STRATEGIC CANADIAN AND GLOBAL PARTNERSHIPS WITH CRIC, ESOMAR, AND MR II / UNIVERSITY OF GEORGIA FOR ONGOING PROFESSIONAL DEVELOPMENT



CANADIAN RESEARCH
INSIGHTS COUNCIL
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ET D'INTELLIGENCE
MARKETING CANADIEN



UNIVERSITY OF
GEORGIA
Center for Continuing
Education & Hotel



MARKET RESEARCH
INSTITUTE INTERNATIONAL

"ESOMAR through its valued partnership with CRIC is very pleased to endorse the CAIP designation. As the trusted global voice of the data, research and insights community, ESOMAR recognizes that CAIPs are committed to following the CRIC adopted ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics. CAIP Canada is dedicated to advancing and elevating the role of good data in effective decision-making."

Finn Raben, Director General, ESOMAR

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Questions? Contact Arundati@caip-paim.ca