

## **Michael Ennamorato**

My interest in the NOTLRA stems from a belief that an appropriate balance can be achieved among the commercial, cultural and residential forces shaping our town, resulting in a high quality of life for all residents in all of our communities. In my view, these forces are not currently in balance or mutually supportive. I would advocate for a perspective that recognizes the need to ensure economic health, but within boundaries dictated by an overriding need for each NOTL community to maintain authenticity as a living, breathing entity that is respectful of its heritage and environmental assets.

After achieving a Masters Degree in Social Geography from the University of Toronto, I entered the marketing research industry. I have 35 years of experience in marketing and policy research, culminating in nine years as CEO and President of TNS Canada. During my career I designed, implemented and consulted on hundreds of research projects for major clients across virtually all economic sectors and succeeded in building a number of research practices from the ground up, including healthcare and travel/tourism. All of these client relationships involved strategic consultancy at a C-suite level.

It should be noted that some of my past clients are directly linked to NOTL's tourism sector, including Destination Canada, Destination Ontario (OTMPC), the Ontario Ministry of Tourism, the Shaw Festival, the Tourism Partnership of Niagara and the City of Niagara Falls.

As a senior executive, I participated in a number of committees and boards including the TNS North America Executive Board, the TNS Canada Board of Governors, The Marketing Research and Intelligence Association Board (Standards Committee), and the Travel and Tourism Research Association Board (Marketing Chair for Canada).

Since moving to Old Town in 2020, I have been involved in community volunteer work for Habitat for Humanity Niagara, the NOTL Seniors Housing Committee (producing an extensive survey-based report for the group), the NOTL Horticultural Society and the NOTLRA Working group.