

ABOUT ABY ALAMEDDINE

Aby Alameddine is Co-Founder of Core Marketing Strategies. He graduated from the Michael G. DeGroot School of Business at McMaster University in 1997 with a Master of Business Administration. Aby has also earned the right to use the Chartered Financial Analyst (CFA™) designation.

Prior to co-founding Core Marketing, Aby was a senior analyst in the Toronto Financial sector and owned and operated a property management company in Hamilton, Ontario. Aby has been directly involved with the launch of several new businesses including BMO Life, the Bank of Montreal's life insurance subsidiary. He's worked with Pepsi Cola Canada, Hewlett-Packard, and Corel Corporation in both marketing and finance roles.

Through Core Marketing Strategies, Aby has helped small and mid-sized companies in varied industries including healthcare, service, technology, manufacturing and retail grow their business and achieve predictable and sustainable results.

Aby is currently the Immediate Past-Chair of the Board of the Oakville Chamber of Commerce and is actively involved with the local business community.

In addition to his business activities, Aby is an active military officer with a reserve combat engineering regiment in Toronto. He joined the Canadian Forces in 2003.

Aby lives in Oakville with his wife Tasleem and their two boys.

ABOUT CORE MARKETING STRATEGIES

Core Marketing Strategies was established in 2005 to help small and mid-sized businesses grow by making marketing a discipline in their business.

The company's success can be attributed to the development of a unique, tested and proven systemized approach to marketing. These principles have been successfully applied to companies in various stages – from startups to established operations- and have been used to transform the way entire organizations approach marketing and business development to achieve growth.

Core Marketing Strategies also offers a one-day marketing workshop for small and mid-sized businesses. The workshop teaches participants the same methodology used by Core Consultants and provides them with all supporting tools and templates. The company has advised and educated over 1000 companies through workshops and seminars held across the GTA.

The company also sits on the program advisory committee for the internationally acclaimed marketing program at Sheridan College in Oakville and offers free advice to startup businesses through the Halton Region Business Development Centre.