



JOACHIM RAVOTH

SENIOR CLIENT PARTNER

ARLINGTON'S BOARD & EXECUTIVE TALENT MANAGEMENT PROGRAM

"I believe in an individual's ability to learn, grow, and manage change in themselves, as well as in their workplace. I am committed to helping individuals maximize and lead with their strengths, so they can have a positive impact on others, while simultaneously striving for and making choices for a more balanced life. I recognize Arlington's 'standard of excellence' and am very pleased to be with this team of true professionals."

Joachim Ravoth is a Senior Client Partner, Board and Executive Advisory at Arlington Partners International. He is an experienced brand marketing and communications leader, marketing and digital branding consultant, and strategic planner. Joachim leads the LinkedIn development module of Arlington's Board and Executive Talent Management Program, while also leading research strategies in Arlington's Corporate Practice, supporting a wide range of executive search and advisory projects across a broad spectrum of practice areas at the Board, CEO and Senior Executive levels within a variety of industry sectors including financial, legal and professional services, real estate, media and entertainment, technology and innovation, food services, healthcare, academia, and a wide range of non-profit associations, organizations and Foundations across North America.

Joachim propels businesses and organizations into the digital age. Joachim has shaped integrated marketing campaigns on the agency side of businesses and organization, along with creating sharpened positioning strategies needed to produce and establish successful marketing campaigns for clients. He has shaped and delivered customized branding strategies for hundreds of clients throughout his 25-year career, including administering marketing plans for C-level executives in the financial services, advertising and media, consumer packaged goods, information technology, education, retail, professional services, and telecommunications industries. Through his well-established market perspective, Joachim has creatively led Canadian agencies such as Lowe Roche, helping its IKEA, Mercedes Benz, and H&M partnerships, Taxi Advertising, leading account campaigns for BMW's MINI Cooper business in Canada, and IPEX Inc, managing its B2B marketing across North America. On the client side, he has worked for KIA Europe, Chrysler, Daewoo, homeTrader.ca, BuySell.com, and AutoTrader.ca as a marketing leader.

In the online and digital realms, Joachim led Markham Stouffville Hospital Foundation's \$50 million fundraising campaign as its Director of Marketing and Communications.

Joachim has taught Social Media courses at a national human capital consulting firm, has helped to design educational webinars, and coaches clients to improve their online and social media presences to succeed in their career and professional transitions. He is also the Director of Marketing for the Yorkville Exotic Car Show and has been hosted as a guest speaker for Digital Marketing courses and seminars at the University of Toronto, Scarborough Campus.

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