

Nomination for FIMAC Chair:

**Michael Leander Nielsen**

I believe FIMAC needs a chairperson whom can invest quite a bit of time and energy - especially in the inaugural year of FIMAC's existence.

My activities require me to travel quite extensively throughout Europe. This will enable me to be in relatively close contact with the FIMAC members, as well as to gradually acquire a better understanding of the individual local markets, their standing and particularities etc.

Setting up benchmarks, conducting reports etc. as part of the FIMAC tasks is time consuming and requires someone whom is willing to spend that time, and whom is willing and capable of reaching out to get various parties involved in making it happen.

Moreover,

- I believe that I am a fairly good ambassador for FEDMA as a whole.
- I have previous experience chairing/leading various committees and organizations in the field of marketing and ebusiness
- On a competence level, I believe I am an all-round direct marketer, however with an above average understanding of permission marketing.
- Some people say that I am also a visionary person in the field of interactive/direct marketing
- I have worked both on the client and agency side, which I believe is quite important
- I have no commercial interests, however the value for me is in expanding my network within the direct & interactive marketing world in Europe and beyond

Finally, if you require more information, please do not hesitate to get in touch.