

Wayne Roberts Receives IMA Lifetime Achievement Award

MINNEAPOLIS – Sept. 29, 2020 – Wayne Roberts, retired industry leader, received the Incentive Marketing Association (IMA) Lifetime Achievement Award during the recent IMA’s Virtual Summit Awards.

The IMA Lifetime Achievement Award (formerly IMA Hall of Fame) was established in 2016 to honor individuals who, through a lifetime of achievements in the incentive marketplace, played a major role in the success of the industry. This Award recognizes the business personality who best represents achievement and longevity, acknowledging the winner’s sustained achievements within the incentive industry during a distinguished career.



Roberts was chosen to receive this award for his decades of dedication and commitment to the IMA and the industry. An active leader, Roberts led several organization boards including the Promotional Products Association International (PPAI) and IMA’s predecessor, the Association of Incentive Marketing (AIM). He was instrumental in the formation of the Incentive Marketing Association, where he served as president. Roberts championed best practices, receiving several industry certifications and was one of the first to earn the IMA’s Certified Professional of Incentive Management (CPIM). He was instrumental in developing many features of the IMA, including the creation of the President’s Award, that are still in place today.

In expressing his gratitude for receiving this award, Roberts cited the shared passion with colleagues and life-long friendships he made along the way. “I’m very humbled to be a part of this very special group. A lot of people said the idea of an industry-wide trade association wouldn’t work, but through a lot of hard work and determination, the IMA has become a very diverse and successful trade association,” Robert said.

View the full list of award recipients or watch the video on the [IMA website](#).

[About the Incentive Marketing Association](#)

The Incentive Marketing Association (IMA) connects members from leading companies across the marketplace to create a unified voice and growth for the incentive industry. IMA is the umbrella organization for the Incentive & Engagement Solution Providers (IESP), Incentive Gift Card Council (IGCC), Incentive Manufacturers & Representatives Alliance (IMRA), Incentive Travel Council (ITC), IMA Europe. IMA members have the expertise, leading brands and services to help companies improve their business with recognition, reward and engagement programs.

###

Contact: lone Terrio ● iterrio@incentivemarketing.org ● 952-928-4649