

## **Cristiano Miano Receives 2020 IMA President's Award**

**MINNEAPOLIS – Sept. 29, 2020** – Cristiano Miano, CPIM, CEO Grupo Digi, Sau Paulo, Brazil; was honored with the 2020 IMA President's Award at the recent Incentive Marketing Association (IMA) Virtual Summit Awards.

The IMA President's Award recognizes individuals who have actively furthered IMA's mission to create a greater awareness of incentives, help incentive suppliers prosper in a changing business environment through education, training, research, and marketing; and through example, promote high standards of professionalism in the incentive field.



Don Killingback, 2019-2020 IMA president, selected Miano for this award based on Miano's commitment to the industry and his grassroots efforts to start an IMA Chapter in Brazil. "Starting an IMA Chapter is a huge undertaking, and not many people are up to the task," Killingback said. The person who "showed up for the challenge" according to Killingback, was Miano. He has served on the IMA board for five years and has worked to bring industry education and certification to his peers in Brazil. Through Miano's efforts and with IMA's support, Brazil now has over 50 certified Incentive Professionals (IP's).

"People from the IMA welcomed me with open arms. By serving on the IMA board and pursuing my certification, I was able to grow professionally, learn a lot and I had the opportunity to impact the local Brazilian incentive marketing market." Miano said. "It's a great honor for me to receive this award and I will continue to support the growth of the IMA in the US and globally," he added.

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.

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