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EXCELLENCE MAGAZINE

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Celebrating CEO of the Year Awards Canada 2025



Honoring Excellence



Dr Yasemin Yazan



Almaz Andezion



Mona Tenjo

Editor's Note

Dear Reader,

in every industry, there are individuals with the courage to challenge the ordinary and forge new paths. These pioneers aren't afraid to take risks in order to drive innovation and shape the future. In this edition, we celebrate those who push the limits of what's possible with their dedication and vision.

They set new standards, inspire others, and lead the way toward change. Because for them, there are no limits. Discover extraordinary stories and groundbreaking achievements that show what can be accomplished when mediocrity is not an option.

Your Editors of Excellence

website: www.excellenceawards.global

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Behind **EXCELLENCE**



Dr YASEMIN YAZAN

Dr Yasemin Yazan is a seasoned expert in adult education, neuroscience-based transformation, and leadership development. With over 17 years of experience, the multiple bestselling author has worked with major companies like Lufthansa and Volkswagen. With her “brAln Key” approach, she combines neuroscience and AI with innovative learning and leadership methods and inspires a pioneering spirit in a world characterised by complexity and dynamism.



MONA TENJO

Mona Tenjo is a strategic expert known as the Scaler in Chief for her leadership in driving smart, sustainable growth. With over 15 years of experience, she worked with companies like Siemens and DHL and helped streamline processes and scale businesses of varying sizes efficiently. Through Work On Your Business, she trains businesses to optimize their operations and grow strategically using technology and AI.



Almaz Andezion

Almaz Andezion is a marketing and AI expert who specializes in developing AI-driven customer experience strategies. With over twelve years of international marketing and product management experience, she helps companies enhance brand positioning and optimize marketing efforts through data-driven AI insights and personalized customer experiences.



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Work On Your Business

Your Practical AI Partner for Real-World Results
By Mona Tenjo



WHY DO PEOPLE WORK WITH YOU?

Because I don't just teach—I implement. My clients come to me when they're overwhelmed by tools, technology, and advice that doesn't deliver. They stay because I get things done with them—not just for them.

WHAT'S DIFFERENT ABOUT YOUR APPROACH?

Many entrepreneurs try to outsource too soon—or to the wrong people. They end up frustrated and with half-baked results. I step in with a hands-on, done-together method that builds confidence, clarity, and real outcomes.

HOW DID IT ALL START?

Originally, I just wanted to help people use tech better. But I quickly realized training alone wasn't enough. People needed someone who could guide them through the chaos, roll up their sleeves, and make things actually work. That's when my business changed.

WHAT CHANGED WITH AI?

AI changed everything. Suddenly, the complex tech I used to implement myself became accessible to everyone. That opened the door for me to finally empower clients to use the tools themselves—easily, confidently, and without fear.

“AI made technology accessible. I make it actionable—for real people with real businesses.”



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WHO DO YOU WORK WITH NOW?

I support entrepreneurs, coaches, and growing companies—people who have a vision and a business, but not yet the systems or tech support to scale it. I also work with chambers of commerce and companies to train their teams in applying AI practically.

WHAT DO CLIENTS SAY ABOUT YOU?

They say I don't let them down. That I'm the person who sees the project through—every last detail. I'll jump on a call, fix the issue, and make sure the results are real. One client just launched a lead magnet with me on a Saturday—and by Monday, she was generating leads.

WHAT DRIVES YOU?

I don't settle for 80%. A project is only done when it works. I love applying knowledge in the real world, fixing what's broken, and showing my clients how to avoid the traps I've already navigated. That's what makes the difference.

WHAT'S YOUR BIGGEST ADVICE FOR ENTREPRENEURS?

Stop trying to do everything alone. You don't get extra credit for struggling. The smartest entrepreneurs aren't the ones who know everything—they're the ones who ask for help early. That's how you scale faster and smarter.

WHAT'S NEXT FOR YOUR BUSINESS?

AI is moving fast—and I'm building programs that move with it. I launched coaching programs to help coaches generate more revenue within less than 1 year while build lasting AI competence, not just one-off wins. Also, I partner with the Chamber of Commerce and other training institutes to get AI knowledge into more practical hands. My mission is to create independence, not dependency.

HOW CAN PEOPLE WORK WITH YOU?

Join a free AI challenge—just check my Facebook or LinkedIn. You'll see me in action, no filter. Or, if you're ready to work together directly, message me on LinkedIn. I work on projects, one-on-one coaching, or group trainings. You just need curiosity and a willingness to try.

You don't have to be tech-savvy. You just have to be open. I'll bring the tools, the strategy, and the support. Together, we'll cut through the noise—and get it done.

Reach out today:

mona@work-on-your-business.com

<https://work-on-your-business.com>

Let's get your business working for you.





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Leading the Future

Canadian CEOs at the Crossroads of AI and Purpose

Embracing Innovation in the North

Canada has long been recognized for its strong values, commitment to diversity, and world-class education system. It is also becoming a hotbed for innovation, particularly in the realm of artificial intelligence (AI). With hubs like Toronto, Montreal, and Vancouver emerging as global AI centers, Canadian CEOs are uniquely positioned to lead businesses into a future where technology and purpose converge.

In today's fast-paced digital economy, CEOs are no longer just stewards of financial growth; they are visionaries responsible for guiding their organizations through complex technological and societal shifts. For leaders in Canada, the challenge lies in navigating this transformation while upholding the country's hallmark values of integrity, inclusiveness, and responsible leadership.

"Canadian CEOs are uniquely positioned to lead businesses into a future where technology and purpose converge."



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AI

Leading the Future

Canadian CEOs at the Crossroads of AI and Purpose

Beyond Technology: Leading with Purpose

While AI offers unparalleled opportunities for automation, efficiency, and data-driven decision-making, Canadian CEOs are approaching its integration with caution and clarity. The Canadian leadership style has always leaned toward long-term value creation and stakeholder responsibility over short-term gains. This is especially evident as executives across industries consider how to leverage AI in ways that support not just their businesses, but also the communities they serve.

Whether it's using machine learning to enhance patient care in healthcare, predictive analytics in supply chains, or natural language processing in customer service, AI is enabling companies to operate smarter and more effectively. Yet, for Canadian CEOs, true leadership goes beyond implementation. It's about asking: What impact will this have on our people? How do we ensure ethical use? Can innovation and compassion coexist?

"Canadian CEOs are approaching its integration with caution and clarity."



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Bridging Innovation and Regulation

Canada's strong regulatory frameworks, including its commitment to data privacy and ethical AI, present both a challenge and an opportunity for CEOs. Leaders must innovate within clear boundaries, ensuring compliance with domestic laws while remaining globally competitive. This can be a balancing act—but one that reinforces trust and sustainability.

The Canadian government has taken proactive steps in setting ethical standards for AI development and use, and many companies are embracing these guidelines not as limitations, but as a roadmap for responsible innovation. CEOs who succeed in this landscape are those who see regulation not as a burden, but as a catalyst for building resilient, forward-thinking organizations.

People-Centered Leadership in a Digital World

AI is transforming workflows, roles, and expectations. However, it is people who remain at the heart of every successful company. In Canada's multicultural and talent-rich economy, inclusive leadership has become a defining trait of successful CEOs.

Today's leaders are called to build AI-literate cultures—investing in training, fostering adaptability, and empowering teams to use technology as a tool, not a threat. Empathy, communication, and ethical foresight are now as crucial as technological know-how.

Canadian CEOs are showing that it is possible to lead boldly in the age of AI while staying grounded in human values. They are defining new standards of excellence—where business growth, innovation, and societal well-being go hand in hand.

Looking Ahead

As the global economy becomes increasingly reliant on digital infrastructure, Canadian CEOs have a unique opportunity to lead by example. By embracing AI with integrity, adapting to evolving expectations, and maintaining a strong sense of purpose, they are not only preparing their organizations for future success—they are shaping a model of leadership that resonates beyond borders.

In Canada, the future of leadership is not just about intelligence—it's about intention.



by Dr Yasemin Yazan

“CEOs who succeed in this landscape are those who see regulation not as a burden, but as a catalyst for building resilient, forward-thinking organizations.”



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The Rise of AI Agents

Why Autonomous Systems Are Reshaping Business as We Know

Artificial Intelligence is shaping the future. Who is shaping AI?



Almaz Andezion

In 2022, AI was a buzzword. In 2025, it's a business necessity. But beyond chatbots and predictive analytics lies the next frontier: AI agents—autonomous systems designed to perform complex tasks with minimal human input. These aren't just tools; they're co-workers, strategic advisors, and operational engines. And they're transforming how companies scale, innovate, and compete.

In this article, we'll dive deep into what AI agents are, how they differ from traditional automation, real-world business applications, and how to get started with integrating them into your company.

What Are AI Agents?

CAI agents are autonomous digital workers that use a combination of artificial intelligence technologies—including natural language processing (NLP), machine learning (ML), reasoning, and sometimes computer vision—to complete tasks, make decisions, and interact with humans and other software.

Unlike static scripts or simple bots, agents have three core attributes:

Autonomy: They can operate without continuous human oversight.

Goal-Directed Behavior: They're assigned objectives and take steps to accomplish them.

Reactivity + Proactivity: They respond to changes in their environment but also anticipate needs and act on them.

Think of them as digital employees who never sleep, scale infinitely, and get smarter over time.



How AI Agents Differ from Traditional Automation

It's easy to confuse AI agents with tools like RPA (Robotic Process Automation) or traditional automation scripts. The key distinction lies in intelligence and adaptability.

Feature	Traditional Automation	AI Agents
Logic	Predefined, rule-based	Dynamic, learning-based
Flexibility	Low – breaks easily with change	High – adapts to new inputs
Scope	Task-level (e.g., extract invoice data)	Workflow-level or cross-functional (e.g. handle an entire onboarding process)
Human Input	High (requires regular updates)	Low (operates semi- or fully-autonomously)

Key Use Cases of AI Agents in Business

AI agents are not hypothetical. Companies across industries are already deploying them to cut costs, boost productivity, and unlock new revenue.

Customer Support Agents

AI agents like Zendesk's AI or custom GPT-powered assistants can handle 70–90% of customer queries without human escalation—offering 24/7 support, reducing response times, and freeing up human agents for complex issues.

Example: A SaaS company uses an AI support agent to resolve technical issues, offer personalized product recommendations, and upsell to premium plans—all within a single chat flow.

Sales & Lead Nurturing Agents

Imagine an agent that researches prospects, sends personalized emails, follows up based on behavior, and books qualified meetings. Tools like Regie.ai or agents built on LangChain and GPT-4 Turbo are already doing this.

Example: A B2B consultancy tripled its outbound efficiency by deploying an AI agent to run its cold outreach with custom prompts for each industry segment.

Recruitment Agents

AI recruiters can scan job boards, match candidates to roles, conduct initial screening interviews, and even generate performance-based role fits.

Example: A staffing firm uses an AI agent to shortlist candidates, write job descriptions, and coordinate interviews—reducing time-to-hire by 40%.



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Data Analysis & Reporting

Agents can auto-generate business reports, monitor KPIs, detect anomalies, and suggest actionable strategies in real time.

Example: A retail chain uses an agent that analyzes sales trends, competitor prices, and weather forecasts to dynamically adjust inventory levels and pricing strategies.

The Emerging Agent Stack

Behind every AI agent is a sophisticated agent architecture or “agent stack.” A simplified version includes:

Memory: Stores past interactions and outcomes (e.g., via vector databases like Pinecone or Weaviate).

Planner: Determines the sequence of tasks needed to reach a goal.

Executor: Carries out each task using tools or APIs.

Tools: Integrations with CRMs, email clients, databases, or web browsers.

Interface: How it interacts with users—text, voice, or even actions in a GUI.

Frameworks like AutoGPT, LangChain, CrewAI, and OpenAgents are enabling developers to build and orchestrate multi-agent systems, where different agents collaborate to complete larger goals.

Challenges and Considerations

While powerful, AI agents aren’t plug-and-play solutions. Here are key things to consider:

Data Privacy & Security

Agents may need access to sensitive data (e.g., emails, sales pipelines). Make sure access controls and encryption are in place.

Hallucination Risk

Language model-based agents can sometimes generate incorrect or misleading output. Implement guardrails, human-in-the-loop approvals, and continual monitoring.

Integration Complexity

The more tools your agent needs to interface with, the more complex the integration. Consider starting with low-risk, siloed use cases before expanding.

Organizational Change

Agents can reshape workflows—and job descriptions. A cultural shift is required to embrace them as teammates, not threats.



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4 AI Tools Every Small Business Should Be Using Right Now

You Are Missing Out If You Don't Use These Tamechanging Tools



The business world has shifted—and fast. What once required a whole team of designers, copywriters, and tech specialists can now be done in minutes with the right AI tools. For small business owners, coaches, and solopreneurs, this shift is more than just a trend—it's an opportunity to grow, simplify, and compete like never before.

As someone who's worked for years as an IT project manager and helped clients implement complex tech systems, I've seen the evolution firsthand. The barrier to entry is no longer technical skill—it's mindset and strategy. That's why I've made it my mission to show small businesses how to actually use these tools in real, practical ways.

Here are 4 AI tools I use personally and professionally—and why I believe every small business should be using them too.

1. ChatGPT – Your Smartest Business Assistant

If you've heard the buzz around AI but don't know where to start, this is it. ChatGPT is like having a brainstorming partner, researcher, strategist, and editor all in one. But the real magic comes when you learn how to prompt it effectively.

“Small businesses no longer need to think small. AI levels the playing field.”



I use it daily—for everything from writing sales emails to creating webinar outlines, building onboarding flows, and troubleshooting tech processes. It's fast, reliable, and surprisingly creative. And unlike outsourcing, you stay fully in control of the outcome.

● Use it for:

- Email marketing
- Blog/article outlines
- Process documentation
- Website copy
- Business planning
- Technical explanations (in plain language!)

"It's not just about using AI. It's about learning how to think with AI."

2. Gamma – Beautiful Presentations in Minutes

Creating a pitch deck, webinar slides, or training materials used to take hours (or days). Gamma changes that completely. It uses AI to generate structured presentations based on just a few inputs.

What I love about Gamma is that it doesn't just make slides—it helps you communicate. The AI suggests layouts, visuals, and flow that elevate your message without making it overly "techy." For coaches and consultants, this tool is a game-changer.

● Use it for:

- Sales presentations
- Client onboarding
- Online courses
- Team trainings
- Proposals

It allows you to focus on content and delivery—Gamma handles the polish.

3. Quso (formerly Vidyo.ai) – Social Content Without the Burnout

Video is king—but video editing can be a nightmare. That's why I use Quso. It takes longer recordings (like webinars or Zoom sessions) and automatically cuts them into short, engaging clips that are ready for Instagram, LinkedIn, or TikTok.

It even adds captions and titles, so your content is scroll-stopping and accessible. For anyone who wants to stay visible online without spending hours in editing software, Quso is a lifesaver.

● Use it for:

- Lead magnet promo videos
- Course previews
- "Behind-the-scenes" client moments
- Testimonials
- Reels/Shorts from live sessions

With consistent content being key to growth, this tool lets you repurpose what you're already doing.

"The smartest business owners aren't the most tech-savvy—they're the most adaptable."



4. Canva – Professional Branding Made Easy

Canva has long been a favorite of small business owners—but its AI-powered features now make it even more powerful. Whether you're designing a lead magnet, social media carousel, or workshop workbook, Canva helps you do it all with ease and brand consistency.

The Magic Write feature can help you fill in text, generate content ideas, or polish your messaging. Magic Eraser removes unwanted objects in images. Background remover, brand kits, animation tools—it's all here, and it's all drag-and-drop simple.

● Use it for:

- PDFs & workbooks
- Ads & promos
- Instagram carousels
- Pitch decks
- Website mockups
- Quick designs for your team or clients

And the best part? You look like you hired a designer, even if it's just you behind the screen.

But I'm Not Tech-Savvy... Is This Really for Me?

Yes. Absolutely.

This is one of the biggest objections I hear from solopreneurs and small business owners:

"It sounds great, but I'm not a tech person."

Let me tell you a secret: most of my clients aren't either.

That's exactly why I use tools like these. The tech has evolved. You don't need coding skills. You don't need a tech degree. You just need curiosity—and a little guidance.



Final Thoughts: AI Isn't Just Tools—It's Leverage

AI is not about replacing your genius. It's about supporting it. These tools don't take away your voice—they amplify it.

And in today's crowded market, that's exactly what small businesses need: smart leverage, efficient systems, and a way to show up consistently without burning out.

If you're ready to cut through the noise, work smarter, and grow with confidence—AI isn't just an option. It's your advantage.



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Honoring Excellence Across the Globe



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AWARDS Methodology

The **Excellence Awards** team works proactively to discover market leaders, innovators, and rising start-ups, often driving nominations themselves to highlight those making significant strides in their industries.

Nominee Shortlisting

All nominees are formally invited to accept their nomination. If any individual or organization chooses to decline, they are simply removed from consideration.

Evaluation and Judging

Our dedicated research team carefully reviews all materials submitted by nominees, ensuring that winners are chosen based on merit rather than popularity. In addition, the team conducts independent research using publicly available sources to gather further insights and make well-informed decisions.

Winners

Once the winners are selected, they are personally informed before any public announcement is made. This allows time for internal communication and coordination of marketing strategies before the news is shared with a wider audience.

Additional Promotion

We offer a variety of promotional options for Excellence Awards winners, ranging from inclusion in the free winners' directory to digital certificates and advertising opportunities. These packages are designed to help winners showcase their achievements and enhance their visibility across various platforms.



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CEO AWARDS

CELEBRATING EXCELLENCE: CEO OF THE YEAR AWARDS CANADA 2025!

At Excellence Awards, we honor visionary business leaders who demonstrate exceptional decision-making, resilience, and the ability to inspire change. These awards recognize CEOs who set new benchmarks in leadership, foster growth, and contribute to economic and industry advancements.

The Winners are:

- **Alan M. Jones** – Innovation in Personal Branding & Virtual Experiences
- **Alex Rodrigues** – AI-Driven Business Intelligence
- **Alphonso Franco** – Financial & Insurance Services Education
- **Amir Metwally** – AI-Driven Traffic Signal Optimization
- **Andrew Warburton** – Beverage Innovation
- **Anne Marie Perrault** – Transforming Talent & PR with Purpose, Vision & Impact
- **Ayo Elutilo** – Digital Technology, Software & User Experience Design
- **Caterina Perry** – Neuroplasticity-Based Leadership Development
- **Daniella Jasper-Okumagba** – Digital Marketplace for Foodservice
- **Dianne Ojar** – Neuro-Linguistic Programming & Hypnotherapy
- **Dr Debbie Smrz** – Holistic Wellness & Mental Health Leadership
- **Ghadeer Abu Qulbain** – Innovation in Intimate Apparel





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CEO AWARDS

CELEBRATING EXCELLENCE: CEO OF THE YEAR AWARDS CANADA 2025!

The Winners are:

- **Imran Salahuddin** – Custom Web & Mobile Application Development
- **James Mtendamema** – Student Engagement & Community Impact
- **Jennifer Cudlipp** – Innovation in Wine Production
- **Jennifer Pereira** – Environmental Health & Safety
- **Julie Thurgood-Burnett** – Natural Skincare & Home Products
- **Kyle Simmonds** – AI-Powered Business Process Automation
- **Lisa Walsh** – Sustainable Beauty & Selfcare Solutions
- **Lois Pettersson** – Furnished Residences
- **Lovjeet Sawhney** – Education & EdTech
- **Maarten Vos** – Sustainable Energy Solutions
- **Mehedi Hossain** – Film & Digital Media
- **Mohamad Matout** – Innovation in AI-assisted Therapeutic Solutions
- **Mohammed Jiwan** – Integrated Patient Experience Enhancement in Orthodontics
- **Nadia Padassery** – Accessible HR Service Consulting
- **Orzala Quddusi** – Membership & Community-Based Business
- **Paul Crossdale** – Employee Benefits & HR Technology





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CEO AWARDS

CELEBRATING EXCELLENCE: CEO OF THE YEAR AWARDS CANADA 2025!

The Winners are:

- **Ricky Bagga** – Personal Injury Law
- **Samuel Adeniyi** – Health Tech Innovation in Workforce Recruitment
- **Sarah Mae Amde** – Strategic Growth & Business Impact
- **Tanya Hilts** – Cloud Business Services in Bookkeeping
- **Thomas A. Dutta** – Leadership Development
- **Vered Lerner** – Business Services, Consulting & Coaching
- **Will Fan** – Electric Automotive Leadership & Innovation
- **Zameer Hussain** – IT Infrastructure & Networking Service





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STAY TUNED!

Our awards honor entrepreneurs and businesses that have demonstrated innovation and excellence across various industries. We recognize the individuals and organizations who are driving transformation and making a significant impact in their fields.

Sign up to receive the latest updates on award categories, winners, and exclusive digital services directly to your inbox. Don't miss out on important announcements—join our community of forward-thinking entrepreneurs today.



Or Just Contact Us :



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