

Company: AVI Media

Company Description: Formerly known as Ad Vendors International, AVI Media has evolved over the past 20+ years into a bold, full-service agency built for brands that want more — more strategy, more creativity, more momentum. We combine the power of data-driven insight with standout design and compliance-ready execution to drive real, measurable growth. From essential industries to emerging innovators, we help Canada's

Nomination Category: Company/Organization Awards Categories

Nomination Sub Category: Most Resilient Women-Owned Business

Nomination Title: Advendor International now rebranded as AVI Media



1. Briefly describe the nominated organization: history and past performance (up to 200 words):

Total 168 words used.

Founded in 2004 by Louisa Chiaramonte, AVI Media, formerly AdVendors International, is a women-owned recruitment marketing and employer branding agency based in Canada. With strategic acquisitions—including AES Advertising in 2008 and Adlink Advertising in 2009—AVI Media grew into a full-service agency supporting over 1,000 HR professionals nationally and internationally. Known for its white-glove service, creative innovation, and industry stability, AVI Media has built long-standing client relationships with organizations like Cadillac Fairview, Dare Foods, and Kriska Transportation—many dating back more than a decade.

Louisa's leadership has consistently prioritized client trust, operational integrity, and a high-performance internal culture powered by a small but agile team. This sustainable foundation led to consistent year-over-year growth, but 2023 marked a breakthrough: AVI Media posted the highest sales in its history—despite profound personal and professional trauma Louisa endured throughout the year. Through resilience, empathy, and bold strategy, Louisa redefined how a women-owned business can adapt, rebuild, and thrive under pressure, scaling performance while reinforcing its reputation as a trusted partner across recruitment marketing.

2. Outline the organization's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 234 words used.

AVI Media's most outstanding achievements since January 2023 are inseparable from its founder Louisa Chiaramonte's extraordinary resilience. During a five-month leave prompted by a series of devastating personal events—including the loss of her son, a major liver surgery, and a near-fatal dog attack—two long-trusted employees exploited her absence, attempting to poach clients and start a competing agency. The fallout left AVI Media's finances and internal operations in crisis.

Despite profound emotional and physical challenges, Louisa returned early, rebuilt her team in just one day, and personally re-engaged every client to restore trust. Her swift action not only stabilized the company—it reignited its growth. AVI Media posted a 105% increase in sales in 2022 and a further 26% increase in 2023, making it the company's most successful year ever.

At the same time, Louisa led a high-profile global PR effort as the spokesperson for Canadian national Jasmine Hartin, entangled in a politically sensitive legal case in Belize. Balancing justice advocacy with strategic business rebuilding, she displayed rare grit and global leadership.

By July 2024, AVI Media had expanded services, added 45 new client accounts, increased staff from 6 to 10, retained clients dating back to 2006, and upheld a perfect Glassdoor rating.

These achievements—spanning personal recovery, business revitalization, and international advocacy—define AVI Media not just as a resilient company, but as an inspiring standard for what women-led businesses can accomplish in the face of adversity.

3. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 214 words used.

To support this nomination, we have compiled documentation that illustrates AVI Media's exceptional resilience, leadership, growth, and cultural integrity from January 2023 to July 2024—hallmarks of a truly outstanding women-run workplace.

Year-over-year financial performance highlights AVI Media's remarkable growth: a 105% increase in revenue in 2022, followed by an additional 26% in 2023. This makes 2023 the most successful year in company history and places AVI Media well above industry norms, including the 5.2% revenue increase reported by [Statistics Canada for the employment services sector](#).

Client satisfaction and retention remained exceptional despite internal disruption. Based on account and billing data from 2023–2024, we maintained an 81% client retention rate alongside a 100% client satisfaction score, validated by a perfect Net Promoter Score (NPS)—well above averages reported. See the Financial statements attached, along with our 2023 NPS Survey Scores.

Our [Glassdoor reviews](#) reflect a 5-star internal culture, with employees consistently citing a collaborative, transparent, and empowering environment. These cultural strengths contributed to a complete team rebuild, successful onboarding, and rising morale during a critical leadership transition.

These supporting materials collectively affirm AVI Media as a resilient, high-performing women-led organization. They demonstrate how, even under extreme pressure, our team continues to thrive, grow, and redefine what's possible for small, women-run businesses in today's competitive landscape.

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated organization, OR written answers to the questions? (Choose one):

Written answers to the questions

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the appropriate spaces below:

Written

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 240 words used.

In the highly competitive marketing industry—where agencies often struggle to retain staff, clients, and momentum even during stable times—AVI Media's achievements stand out as extraordinary by any measure, especially given the challenges faced in 2023.

While many agencies of similar size would have collapsed under internal sabotage and leadership absence, AVI Media rebounded with strength. Under Louisa's direction, the company not only navigated threats of corporate sabotage and potential insolvency but also broke its own performance records and swiftly rebuilt team culture.

Compared to competing agencies that typically experience average yearly revenue growth of 5–10%, AVI Media's ability to more than double its volume in 24 months is exceptional—demonstrating leadership that transcends normal business recovery.

What truly sets AVI Media apart is its multidimensional resilience: Louisa was simultaneously healing from profound personal trauma, rebuilding core business infrastructure, and leading international PR efforts advocating for justice in a politically volatile case. Her fearless public stance gained global attention via the [Campside Media podcast White Devil](#)—creating a rare intersection of business leadership, activism, and advocacy.

Louisa's activism and advocacy were deeply rooted in confronting systemic gender-based injustice witnessed on an international stage—a powerful reflection of her commitment not only to championing her client's rights but also advancing the broader cause of empowering women facing oppression. This dimension of leadership amplifies AVI Media's resilience story, showing that the company's impact transcends business success to foster meaningful social change affecting women locally and globally

Attachments/Videos/Links:

[Advendor International now rebranded as AVI Media](#)

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