

WSI Names Peter Jasniewski Recipient of Its Nick Lattanzio Lifetime Achievement Award

Recognizing nearly three decades of field-tested guidance and the network expertise WSI clients rely on.

TORONTO, ONT, CANADA, August 11, 2026 /EINPresswire.com/ -- [WSI](#), a global network of digital marketing and AI consultants, has named [Peter Jasniewski](#) the recipient of its Nick Lattanzio Lifetime Achievement Award

at the company's 2026 Global Convention in Los Cabos, Mexico. The award honors a small number of WSI's most tenured consultants whose sustained contributions have strengthened the network clients rely on for practical, field-tested digital guidance.



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Over the years, I've learned that sustainable growth comes from staying committed to your clients, adapting as the market changes, and making decisions you can stand behind.”

Peter Jasniewski, President & CEO of WSI Comandix

When Peter Jasniewski arrived in Canada from Germany in 1997, he had no clients, no local network, and no established business. Nearly three decades later, the solo consultancy he started has become one of WSI's top-ranked agencies, serving clients across dozens of industries. For a business owner, that arc signals something rare: a consultant who has helped companies make sound decisions under pressure and grow through multiple economic cycles.

Jasniewski's impact extends beyond his own agency. Over the years, he has mentored newer consultants across the

WSI network, strengthening the collective knowledge clients can draw on across regions, industries, and digital disciplines. That collaborative model is part of what sets WSI apart: clients benefit not from a single person's perspective, but from a global network shaped by real-world implementation and experience.

"Peter is incredibly deserving of the Nick Lattanzio Lifetime Achievement Award," says Valerie Brown-Dufour, President of WSI. "Over nearly three decades, he has built an exceptional business, adapted and thrived through extraordinary change in our industry, and generously

shared his experience with others across WSI. This award recognizes not only what Peter has accomplished in his own business, but the contribution he has made to the strength and success of our entire network. We are incredibly fortunate to have had Peter as part of WSI for almost 30 years."

"Business owners want more than ideas. They want guidance grounded in experience and execution," said Jasniewski. "Over the years, I've learned that sustainable growth comes from staying committed to your clients, adapting as the market changes, and making decisions you can stand behind."

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About the WSI Nick Lattanzio Lifetime Achievement Award

Presented in honor of WSI co-founder Nick Lattanzio, the Lifetime Achievement Award recognizes long-term contribution, leadership, and commitment to the growth of the WSI network. For clients, it reflects something more important than tenure alone: a network shaped by experienced operators who continue to raise the standard for the guidance and execution businesses receive.

About WSI

Founded in 1995 and headquartered in Toronto, Canada, WSI is a leading global network of digital marketing and AI consultants: a community of agencies, each rooted in its local market and backed by knowledge shared across the network. For more than 30 years, WSI has been a strategy-first partner to businesses through every major shift in digital, from search to AI, pairing practical strategy with hands-on execution rather than one-off campaigns. Guided by its mission to unlock a world of possibility for those it serves, WSI helps businesses use digital and AI to strengthen the people and relationships behind them, not replace them. That belief is the heart of its tagline: Embrace Digital. Stay Human.

Cheryl Baldwin

Director, Marketing & Communications Department, WSI World

+ +1 (905) 678.7588 ext. 1283

cbaldwin@wsiworld.com

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Valerie Brown-Dufour, President of WSI, and Daniel Lattanzio, VP Franchise Development, present Peter Jasniewski, President and CEO of WSI Comandix, with the Nick Lattanzio Lifetime Achievement Award at WSI's 2026 Global Convention.

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