

EDMONTON – September 28-29, 2017



Moderator

Paul Prochilo, Chief Executive Officer – Simplicity Car Care

Paul Prochilo is currently the Chief Executive Officer of the Simplicity Car Care franchise. Paul has been instrumental in establishing Simplicity as an upcoming, major car care organization focused on increasing the performance for all franchise partners and in turn delivering tremendous customer service. Prior to Paul's appointment with Simplicity Car Care, he held the position of Director, Corporate Strategy with Prochilo Brothers Auto Collision, a multi-shop operation located in Toronto, Ontario.

Paul graduated from Ryerson University in 2003 earning his Bachelors in Commerce and then completed his Certificate in Change Management.

Paul believes that collaboration and active communication are integral to the successful development of industry and community. As such, Paul strives forward with the goal of "working together in order to influence positive results". His most recent collaborations within the industry are being a member of the CCIF Steering Committee (2014-2016) and Chairman of the PPG Elite Performance Group (2013-2016).

Michel Caron, Vice President, Sales – Audatex

Michel is the Vice President, Sales, Dealer Fixed Operations and Collision Repair Solutions, and has been with Audatex Canada for 13 years.

With his in-depth product knowledge and 20+ years of experience in the Canadian automotive and insurance industry, he has a deep understanding of the needs of shops, independent appraisers and the various other customers of Audatex Canada.

Michel has an unwavering commitment to customer service and excellence and he is a true student of the automobile and software technology fields.

Michel made his home in Prince Edward Island and spends his spare time with his family, enjoying sports and woodworking.





Michel Gagnon, Director, Canadian Corporate Account, APD Repair – Mitchell International

Michel Gagnon's passion for the collision repair industry began over 20 years ago.

Michel started his career in this industry as a solution provider for both the repair and the insurance claims verticals.

Starting with Insurance and Repair Vehicle Replacement business with Enterprise as they entered the Canadian market, he quickly moved through many leadership levels up to a Regional Manager role.

Michel joined Mitchell International 15 years ago as an Insurance Account Executive and moved to the repair vertical 4 years ago as Director of Canadian Operations, Collision Repair.

Michel's role over the past 20 years has been focused on addressing these challenges by adapting and providing solutions to the collision industry, claims and repairs.

Jean-Luc Sauriol, Business Development Manager – ALLDATA

Jean-Luc Sauriol has over 30 years of experience working in the automotive industry. He started his career as a Chief Mechanic at the Spenard David Racing School; his passion for Reverse Engineering and helping people solve complex problems brought him to start the first mobile troubleshooting company in the Montreal area called "Diagno-Pro".

He graduated from Sherbrooke University in 1990 and became an instructor teaching mechanics from college level to future automotive technicians. In 1995 Jean-Luc opened a Training Centre and Technical Support Line; his experience helped him become the Director for the TechNet help line and Training Manager for CARQUEST Canada in 2003. In 2006, Jean-Luc developed OBD3 Solutions EBRS Experience-Based Repair Solutions which was acquired by ALLDATA in 2013. Today, Jean-Luc enjoys his new position as a Business Development Manager and Canadian National Account Manager for ALLDATA.





Paul Stella, Manager, Collision Repair & Refinish – Toyota Canada Inc.

Paul Stella has 30 years' experience at Toyota Canada Inc.

He has held various positions such as Warehouse Operation Manager, Manager Parts Operations, Parts and Service Area Manager for Toyota and Lexus, and the Manager of the Vehicle Processing Centre.

He has in-depth knowledge of the Toyota Production System / Toyota-Way.

Paul is a huge fan of NASCAR and is a graduate of Centennial College Automotive Technician Program.

Paul has been the Manager for the Collision Repair and Refinish program at Toyota Canada for the past 4 Years.

Scott Wideman, Collision Repair Manager – Volkswagen Group Canada Inc.

Scott Wideman has over 25 years of experience in the automotive industry, with 19 years in dealer aftersales for 7 different automotive brands.

In his current role, Scott is responsible for the Certified Collision Programs for Volkswagen and Audi and is focused on working with all stakeholders to improve the collision repair process with consumer safety being the top priority.





Bill Davidge, National Technical Manager – CARSTAR Canada

Bill Davidge is a well-known technical expert in the collision repair industry. With a wide range of experience and knowledge, he is dedicated to improving the technical qualifications and expertise of others in the industry. He started his career as a marine and small engine mechanic, and then transitioned to automotive as a licensed Class B Collision Technician. He is a former collision repair facility owner and manager, and also spent several years as an insurance appraiser. Bill has been an I-CAR instructor on a part-time basis for 15 years, and for two years on a full-time basis, running the welding qualification program. He is also a regular contributor to Skills Canada competitions and student-focused events. He has been in his current position at CARSTAR Canada for 7 years as the National Technical Manager.

Andy Raposo, Strategic Partner Developer – Fix Auto Canada

As part of the Fix Auto Operations Team, Andy works directly with Fix Auto Strategic Partners and their insurance partners in Alberta to maintain a high level of performance that is focused on delivering a legendary customer experience.

Prior to joining Fix Auto, Andy's industry experience was rooted in the family collision repair business before spending the next 25 years with a major national insurer in a myriad of roles ranging from automobile damage appraising to the business projects group.



Douglas White, Manager of Quality Control – CSN Collision Centres

Douglas has over 20 years of experience in the collision industry as a certified Body Technician, Shop Foreman and CSR/Estimator in Canada and the Caribbean. Douglas joined the CSN team in May 2013 from CSN - Jones Auto Body. Douglas is a member of the CCIF Industry-Education Connection Committee and has been an I-CAR Canada instructor since early 2016.

