



**CANADIAN COLLISION INDUSTRY FORUM**

**Edmonton – September 28-29, 2017**

**Speaker Spotlights**



**Joe Carvalho, Manager, National Auto Vendor Programs, Claims – Economical Insurance**

Joe Carvalho is the Manager, National, Physical Damage Vendor Programs for Economical Insurance. Joe's roots are deep in the collision industry. He is a licensed collision professional who, over the last 27 years, has worked for Economical Insurance and has recently assumed his current national role for Economical Insurance. Joe is a passionate industry participant and after serving two years on the CCIF Steering Committee, he has assumed the position of CCIF Chairman, starting his term in January 2016.

**Annabelle Cormack, President - Cormack Recruitment Ltd**

As Founder and President of her company, Cormack Recruitment Ltd., Annabelle combines her years of recruiting, business consulting, business management and Career Development Practitioner Certification to partner with and support recruitment efforts for small, medium and large companies across Canada. With offices in Toronto and Vancouver, Annabelle and her team serve a variety of sectors and industries and have successfully secured top talent for positions in insurance, automobile and collision repair companies, as well as those in retail, trades, warehousing and logistics, food services, law enforcement, IT, marketing and communications, sales and office administration. This year Annabelle has been working closely with business owners, industry experts, suppliers and schools to better understand the specific issues affecting recruitment in the Auto Repair industry. Going into 2017, she will continue to support the sector by being an active participant in recruitment conversations. By doing so, she will guide us on best practices and tactics that not only aid in recruiting talent for existing jobs, but promote what career options exist in order to attract and secure new talent as well as improve employee retention and development for career succession.





# CCIF

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### **France Daviault, Senior Director, Stakeholder Relations – Automotive Industries Association of Canada**

France Daviault is the Senior Director of Industry Relations for the Automotive Industries Association of Canada and oversees research, communications, government relations, member relations and events. She holds an MA in professional communications and international relations and a designation of Certified Knowledge Management Practitioner and is also a Certified Association Executive (CAE) by the Canadian Society of Association Executives. France is currently the lead on a project titled Advancing Women in Automotive – Knowledge Exchange (AWAKE), funded by the Canadian federal government, and has been instrumental in advocating for women working in the automotive aftermarket in Canada.

### **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 focussed 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 industry are being a member of the CCIF steering Committee (2014-2016) and Chairman of the PPG Elite Performance Group (2013-2016).





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### **Michael Anderson, Senior Director, Decision Sciences & Analytic Development - Audatex North America**

Michael Anderson leads the Audatex North America Analytics & Reporting teams and a 15 year Solera employee. Prior to Solera, Michael served as 2nd Vice President at Travelers Life & Annuity, CIO of Tower Square Securities (a wholly owned broker dealer of Travelers Insurance), Director of Claims – Home Office Auto Physical Damage at Travelers Property Casualty and Flynn Ryan & Co., Certified Public Accountants. Michael is a graduate of Quinnipiac University with a Bachelor's degree in Accounting, holds a Master's in Business Administration from Rensselaer Polytechnic Institute and is a Certified Public Accountant. Michael lives in West Dennis, Massachusetts.

### **Andrew Shepherd, Senior Director, Industry Programs - Automotive Industries Association of Canada**

Andrew Shepherd is Senior Director, Industry Programs at the Automotive Industries Association of Canada, as well as Executive Director of I-CAR Canada. He has been involved in training and human resource policy in government and industry, and joined AIA in 2010 to manage I-CAR collision repair training in Canada



### **Stefano Liessi, Instructor - I-CAR and Autobody Teacher at St. Josephs High School**

Stefano has been involved in the collision industry 34 years right from the beginning of high school at age 16. During this time he has gained extensive experience in all facets the trade. Currently, Stefano is putting his Red Seal to work as a high school teacher, teaching auto body to your future employees, here in Edmonton while working on his Ed. Degree and entering his 10th year as an I-CAR instructor.





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**Patrice Marcil, N-A Customer Experience Director - Axalta Coating Systems**

Patrice started his career with Axalta as a Technical Training Instructor in 2000 moving to Training and Customer Care Centre Manager, then adding Strategic Planning and Refinish Performance Management responsibilities for Canada. His current role is Learning & Development Director for North America. He graduated from l'Université du Québec à Trois-Rivières in science of Education in 1996. Patrice started in the automotive Industry in 1979 as part time technician in his father's shop moving to shop manager in 1985 until 1989. He began a second career as a Collision repair Instructor from 1990 to 2000. During that period, Patrice also worked as Assistant-Editor for a Collision Repair Magazine and an industry consultant for various automotive industry organizations. Patrice is still involved in the Industry representing Axalta Coating Systems at the Canadian Collision Council and the Canadian Collision Industry Forum (CCIF). He has been contributing with I-CAR between 1993 and 2015 from Instructor to chairman of the I-CAR committee in the province of Québec.

