



Speaker Spotlight

TORONTO – January 27, 2017

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, 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.

Andrew King, Managing Partner, DesRosiers Automotive Consultants Inc.

Andrew King is Managing Partner and co-owner of DesRosiers Automotive Consultants, and has been associated with the firm since its founding in 1985. In his years of experience with DesRosiers Automotive consultants, he has managed numerous projects for private sector and government clients.

Andrew has played a key role in developing the firm's profile among vehicle companies, and has researched the Canadian industry extensively at both the macro and micro levels. His current work focuses on strategic studies for vehicle companies, parts manufacturers and aftermarket distributors utilizing both qualitative and quantitative analysis.



His academic background includes a Masters degree from the University of Toronto, where he was a Connaught Scholar, and an Honours BA from Cambridge University, England.

Patrice Marcil, Learning & Development 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.



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.

Mike Anderson, Collision Advice

Mike is the former owner of Wagonwork Collision Centers, two highly acclaimed shops located in Alexandria, Virginia. Currently, Mike owns and operates Collision Advice, an industry research, reference and consulting business. In addition, Mike also serves as a facilitator for Axalta's highly recognized Business Council 20 Groups in both the US and Canada. He also facilitates numerous courses for the Axalta Performance Services Educational Series. In 2014, Mike was home less than 20 days, preferring to spend his time traveling all over North America teaching, serving on advisory boards and committees, and generally living to support the industry. Speaking with passion as well as firsthand experience, Mike teaches pertinent cutting edge management and operational techniques. But that's not all; he is guaranteed to leave you laughing and highly motivated as well!

There is no one in collision repair who hasn't heard of Mike Anderson. He is an acclaimed champion of everything that is, or could be right about the industry. As one of the most knowledgeable people in his field, he is a sought after speaker, author and consultant, who can discuss and teach on a wide range of topics relating to everything – from the politics affecting collision repair, to researching repairs properly via technology, to giving and getting the best from insurers, and to performing an exactly correct repair – just to name a few things! If there is anything Mike doesn't know, he will find out about it.



Zack Spencer, Automotive Journalist, Motormouth and Driving TV

Zack Spencer has been able to marry the two loves in his life-- cars and media. He even named his website "Motormouth", a perfect description for a broadcaster, writer and author who loves everything automotive. With 25 years experience as an auto journalist, Zack's knowledge has propelled him to the top of the Canadian auto journalist community winning several awards for his work including a Canadian Cable Television Association Galaxy Award for on-air performance.

Zack is all about reaching a big audience. He is the host and writer for the national TV show Driving Television and has the largest automotive YouTube channel for Canadians called Motormouth Canada. With over 30 Million views and tens of thousands of followers, Zack continues to add over 1 Million views a month. He also hosts a weekly call-in radio show called "Driving with Zack Spencer" heard on CISL 650 in Vancouver. Plus, Zack writes a weekly newspaper article each week throughout B.C. in all the Black Press newspapers. When not working on his various projects Zack travels the world getting to meet the engineers and designers of today's modern cars.

In addition to high profile media outlets Zack also provides endorsement opportunities to a wide range of automotive customers. Some have included the Insurance Corporation of BC, the Alberta Government, the ARA, Kijiji, Hankook Tires, Toyo Tires Canada, Dilawri and more.