



CANADIAN COLLISION INDUSTRY FORUM

Fredericton - May 25-26, 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.





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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



Brandon Roy, Product Specialist, - Axalta Coating Systems and Instructor- I-Car Canada

Brandon Roy has been in the collision repair industry for over 20 years. In fact, Brandon is a 3rd generation collision repair enthusiast! He holds his Red Seal designation and started his career in the industry as a prepper. Brandon has been with Axalta Coating Systems since 2012 where he currently holds the position of Product Specialist. Brandon has been applying his Collision Repair technical expertise as an I-CAR instructor over the past 12 years.





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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.



Jim Kenzie, Automotive Journalist, The Toronto Star's Wheels section

Jim Kenzie is Canada's foremost automotive journalist. He has been Chief Auto Reviewer for The Toronto Star's Wheels section. He appears on "Kenzie's Korner" on TSN's Motoring TV, Canada's most-watched and most-authoritative automotive television program, now in its 30th season. Jim's work also appears in a variety of magazines, newspapers and web sites around the world.

Jim was the inaugural winner of the Journalist of the Year Award, presented by the Automobile Journalists Association of Canada. He serves on juries to select the Canadian Car and Utility Vehicle of the Year, the North American Car and Truck of the Year, the International Engines of the Year, and the Vehicle Dynamics International Awards.

He has been an active, licensed, professional-grade racing driver since his early-twenties, and is a three-time Targa Newfoundland Rally Open Division driving champion. Jim has a life-long interest in traffic safety, which actually pre-dates his automotive journalism career. Jim lives in Halton Hills Ontario, where he keeps his lovely 1977 American Motors Hornet hatchback in his Barn.

