



Skills Canada Automotive Technology Summit

Speaker Spotlight

David Adams, President, Global Automakers of Canada

David Adams has more than 30 years experience in the Canadian automotive industry. He brings a unique perspective to the industry being the only individual to have served in executive roles with both of Canada's leading automotive industry associations.

David was appointed President of the association of International Automobile Manufacturers of Canada - now the Global Automakers of Canada, in March 2005. David has a Bachelor of Arts degree with majors in economics and psychology from Wilfrid Laurier University in Waterloo Ontario.

He has been at the forefront of the association's thought leadership on automated and connected vehicles and both the ecosystem and regulatory environment for the advancement of these vehicles sits on the Federal government's "Car of the Future" Advisory Group, tasked with apprising the government of the issues and concerns automated and connected vehicles pose now and in the future. Additionally, David is a past chair of the Canadian Motor Vehicle Arbitration plan (CAMVAP), a national consumer dispute resolution program, and was involved in the creation of the National Automobile Dealer Arbitration Program (NADAP) for disputes arising between dealers and manufacturers.

Mr. Adams also serves as a director of the Automotive Business School of Canada, at Georgian College in Barrie, Ontario, and as a director of the Foundations for Study of Processes of Government in Canada and their key program - Forum for Young Canadians, which endeavors to teach young people from across the country about Canada's democratic history and the parliamentary process to encourage leaders for the future.

Additionally, David is regular columnist in Canadian Auto Dealer and past contributor to Canadian Autoworld, both monthly trade magazines for the Canadian automotive industry. He is an avid cyclist and resides in Toronto with his wife Julie.

Annabelle Cormack, President, Cormack Recruitment

Annabelle is the Founder and President of Cormack Recruitment Ltd. Her agency works in collaboration with businesses along a broad spectrum of industries, including auto collision, to fill a variety of positions. To date, Cormack Recruitment has placed candidates in technician, estimator, customer service, support, sales, business management and leadership roles in auto collision from BC to Maritimes.

Annabelle is a strong advocate for the recruitment industry and auto collision sector. Her online articles, magazine editorials and speaking engagements promote proactive recruitment and talent management strategies suitable for any size and type of business. Being a certified Career Development Practitioner, Annabelle assists job seekers in determining career options and developing job seeking skills, is credited with the design and facilitation of a Career Planning component for one of Vancouver's colleges, and works with not-for-profit agencies facilitating career development sessions. Annabelle is a member of the Vancouver Board of Trade and highly active with the CCIF (Canadian Collision Information Forum), Skills Canada and Variety, The Children's Charity.

Jason Dale, Executive Director, Automotive Business School of Canada

Jason has more than 25 years of automotive management experience across the sector. His most recent position was the General Manager of Pfaff Volkswagen. His career includes leadership positions with Chrysler, BMW, and Pfaff in sales operations, leasing, parts, and service. Jason was part of the first Automotive Dealership Management cohort and upon graduation began teaching in the program. Jason then became the Executive Director of the Automotive Business School at Georgian College in February 2018.

Marjorie Davison, CEO Nova Scotia Apprenticeship Agency

Marjorie Davison is the CEO of the Nova Scotia Apprenticeship Agency. She has served two terms as Chair of the Canadian Council of Directors of Apprenticeship (CCDA), the body responsible for the administration of the Red Seal Program. Marjorie currently chairs the Provincial/Territorial Apprentice Mobility Executive Group and participates actively as a member of the Atlantic Apprenticeship Council, the Maritime Provinces Higher Education Commission and the Canadian Apprenticeship Forum Board of Directors. In her current CEO role, she is committed to working with industry to provide a quality training system and enabling women, Indigenous Peoples and diverse groups to share in the economic prosperity that careers in the skilled trades have to offer.



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Paul Stella, Manager, Collision Repair and Refinish, Toyota Canada

Paul Stella, 33 years' experience at Toyota Canada Inc. Held various positions such as Warehouse Operation Manager, Manager Parts Operations, Parts and Service Area Manager for Toyota and Lexus, Manager Vehicle Processing Centre. Has in-depth knowledge of the Toyota Production System / Toyota-Way. Is a huge fan of NASCAR and is a graduate at Centennial College Automotive Technician Program. For the past 7 years Paul has been the Manager for the Collision Repair and Refinish program at Toyota Canada. For the past 3 years Paul has also taken on the responsibilities of brand protection.

Shannon Trites, Executive Director of Automotive Sector Council of NS

A graduate of St. Mary's University, Bachelor of Arts in Psychology, Shannon assumed the role of Executive Director at the Sector Council in 2008. As of May 2017, Shannon is also the Executive Director of the Retail Gasoline Dealers Association of Nova Scotia. Prior to her career in the Automotive Industry, Shannon worked in management and in sales and service for a number of companies in Nova Scotia.

Served on the Board of Skills Canada - Nova Scotia, MVBR Trade Advisory Committee, Truck & Transport and Heavy-Duty TAC Committee and the Motor Vehicle Insurance Appraiser TAC Committee, to name a few, are examples of Shannon's broad commitment to growing the motive power industry in Nova Scotia. Her contributions to the automotive safety associations and her commitment to workplace safety and training are a priority for her

Shannon in partnership with her husband has considerable experience in participating in events and conferences, both at the national and international level in the field of marine safety. As an independent sales director, and as a district manager, she has won many awards. Shannon combines her skills in building relationships and motivating people to all initiatives of the Sector Council. Her favorite expression when bringing someone new on board or sharing an idea is "this is so exciting".

Scott Wideman, Collision Program Manager, Volkswagen Group Canada Inc.

Scott Wideman has over 27 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 collision program development and rollout for Volkswagen and Audi and is focused on working with all stakeholders to improve the collision repair process with consumer safety the top priority

Leanne Jefferies, Director Skills Canada Collision Repair Program and Vice President, Canadian Operations, Assured Performance Network

Over her 20+ year career, Leanne has dedicated her time and energy to working with industry stakeholders across Canada to collaborate and develop solutions to create a better, more sustainable future. Working with Skills Canada for the past 10 years, she has helped to promote careers in collision repair to young people across the country, increase engagement between education and industry stakeholders and increased the visibility of women in collision repair. Leanne manages the Certified Collision Care business in Canada, which has driven increased investment and upgrades in repair centers across Canada as they become OEM certified. Leanne was honored by Women's Industry Network (WIN) as a 2014 Most Influential Woman in Collision Repair. Her career began with 12 years ownership of a collision repair facility, followed by five years in publishing. She was instrumental in restructuring CCIF and managed the program from 2014 – 2016. She has been a regular contributor to industry publications, and an advocate for women in the collision repair business.