

Young Professionals in the Aftermarket (YPA) SPOTLIGHT

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Founder

CREDDIE

YEARS IN THE AUTOMOTIVE AFTERMARKET INDUSTRY: 7



Young Professionals in the Aftermarket (YPA) is an organization with a mission to act as the voice and the resource for the young professionals in the automotive industry. To further its mandate of ensuring the future growth and prosperity of the industry, the YPA is pleased to introduce it's YPA Spotlight Series where current members share their experiences, insights and industry outlooks.

HOW LONG HAVE YOU WORKED IN THE AUTOMOTIVE INDUSTRY? HOW MANY OF THOSE YEARS ARE IN THE AUTOMOTIVE AFTERMARKET?

My journey in the automotive industry began in 2016 when I had my first job within Groupe Park Avenue as a lot person. From there, I was given exposure to numerous roles within the retail sector. Since my graduation in 2020, I have been dedicated full-time to being an entrepreneur in both the Dealership and Aftermarket sectors.

DID YOU KNOW YOU WANTED TO WORK IN THE AUTOMOTIVE AFTERMARKET?

I did! In fact, on my first day in the Aftermarket course with Professor John Jackson in 2015, I had exclaimed that I wanted to pursue a career in Aftermarket parts manufacturing (I had my eyes set on KW Suspension at the time). As I gained experience in retail, it was important for me to keep an eye on the dynamics and changes in the aftermarket after my professor ignited my understanding of that sector and its importance in North America. This happened at the AIA Canada's Student Aftermarket Day where I was immediately influenced by the strong leaders present that day and the YPA.

HAVE YOU HAD AN INDUSTRY MENTOR? IF SO, WHO AND WHY?

There have been many mentors throughout my education and internships that made a huge difference in my development and I am eternally grateful for (special mention to Benoit Perrault, Norman John Hébert and Claudia Barbeau). Specifically, in the Aftermarket, my Professor John Jackson was one of those who had a great impact on me. It is important that I include Jean-François Champagne for always making time for my questions and checking-in with my progression throughout my time at the ABSC!

WHAT DOES YOUR PARTICIPATION IN THE YPA MEAN TO YOU?

Since my involvement is still very early, my participation is more so geared towards listening and absorbing information so that I can execute on the areas I have value. For now, simply speaking about the YPA and the Aftermarket industry to young people looking for alternatives to more traditional education is the place I am leaning in to!

WHAT ADVICE WOULD YOU GIVE SOMEONE EITHER STARTING IN THE INDUSTRY OR LOOKING TO TRANSITION INTO THE INDUSTRY?

I would encourage anyone starting to keep their vision as wide as they can to absorb the variety and intricacies of the chosen sector. I feel like I have still only scratched the surface and seek to learn more about them daily. Finally, the best time to start in our sector is yesterday. Get involved today!

A FEW LAST FUN QUESTIONS TO GET TO KNOW YOU BETTER.

MAKE & MODEL OF YOUR FIRST CAR?

2001 C240 Classic

WHAT IS THE BEST PROFESSIONAL DEVELOPMENT BOOK YOU'VE EVER READ?

The New Psychology of Winning, The Compound Effect and Getting Things Done.

ABOUT CREDDIE

Launching soon and we are seeking to onboard more dealerships and ASP's for beta tests!

Leadership for the aftermarket of the future