

## ONTARIO MOTOR VEHICLE INDUSTRY COUNCIL: 2024 ANNUAL MEETING

### Election of Directors – Industry Candidate Profiles

(Alphabetical by last name)

**Industry Directors.** The OMVIC Board of Directors approved a slate of fourteen candidates for the industry director position on the board. Dealer Members will elect one of the following industry candidates for the Board of Directors.

The candidates are:

#### **Michael BALL, Sales Manager, Snow City Cycle Marine**

Michael Ball brings over two decades of sales and management experience to Snow City Cycle Marine. From its inception in 2001, Michael has been instrumental in steering Snow City Cycle Marine towards success with a steadfast commitment to customer service, coaching, advertising and sales.

Michael began his journey as a National Sales Manager at Odyssey X-Treme Technologies in 1996, where he cultivated his expertise in strategic consulting and sales strategy development. Transitioning through various sales management roles, including Owasco Volkswagen and Williamson Uxbridge positions, Michael specialized in new and pre-owned vehicle sales.

Driven by a passion for power sports, Michael returned to Snow City Cycle Marine and has served as Sales Manager for over a decade.

Michael's commitment extends beyond the showroom, as he actively participates in community initiatives. He serves as a Board Member of the Kennedy Road BIA, contributes to the Centennial College Program Advisory Committee, and represents Southern Ontario as a member of the Honda dealer Add Associations.

#### **Emad BARSOUM, General Sales Manager, Ideal Honda**

With over 25 years of comprehensive experience in the automotive industry, I have honed my expertise working closely with manufacturers, distributors, and retailers, specializing in sales turnarounds and business startups.

Holding university degrees in Business Administration, Law, and Arbitration, I am a multi-lingual communicator with a proven track record in customer service, sales, and after-sales. My international experience, coupled with a deep analytical and strategic mindset, has equipped me to navigate the complex landscape of the automotive industry. Throughout my career, I have demonstrated a keen understanding of consumer needs and their evolving dynamics amidst changing markets, technologies, and economies. This adaptability has allowed me to stay ahead of industry transformations and position myself as a forward-thinking professional. My commitment to transparency, credibility, and consistent and integral customer service underscores my dedication to maintaining a healthy relationship between buyers and sellers. Recognizing the importance of consumer rights, I have tirelessly worked to ensure a fair and balanced interaction within the automotive retail sector.



Motivated by my profound knowledge of the present challenges and a clear vision for the future requirements of the automotive industry, I am eager to contribute my skills and insights as a member of the OMVIC board. With a focus on regulating the automotive sales industry in Ontario, I am confident in my ability to protect the interests of both buyers and sellers.

My long-term experience, coupled with analytical skills and an aptitude for swift adaptation to market changes, positions me to provide clarity and stability to the auto markets, thereby making a significant contribution to the vital role of OMVIC in safeguarding the industry.

**Luciano BUTERA, CEO, Northern Roads Auto Group**

As a seasoned automotive executive with over 30 years of comprehensive management experience, Luciano excels in leadership roles spanning automotive finance, technology, and inventory solutions. As a lawyer, and a member of the Ontario Bar for over 22 years, Luciano is recognized as a pragmatic leader with a proven track record in goal achievement through team building, corporately aligned customer-focused solutions, strategic planning, and project management. Luciano's expertise extends well beyond the norm, extending to joint ventures, partnerships, M&A, due diligence, contract review, and negotiations.

Luciano founded Northern Roads Auto Group in response to the automotive industry's need for consolidation in secondary and tertiary markets. As CEO, he oversees the Group's strategic growth plan, acquisition opportunities, financing, regulatory compliance, and integration of centralized corporate functions. Notably, prior to founding Northern Roads Auto Group, Luciano held the role of Group General Counsel and Head of Risk for Canada and Brazil for Cox Automotive, a global automotive services company with over 65,000 employees spanning dozens of brands. In his five years as a transformative international leader at Cox Automotive, he was instrumental in managing NextGear Capital's half a billion-dollar floorplan portfolio, providing inventory financing solutions to Canadian and US Dealers, and was the lead architect in designing Cox Automotive's cross-border business initiatives including integrating and enhancing Cox Automotive's suite of products in the global automotive industry.

The protection and longevity of the automotive market, particularly in fostering fair dealer-consumer relations, are paramount to Luciano. His extensive legal and risk management experience uniquely positions him to contribute to achieving this balance on the OMVIC Board of Directors. Luciano believes that his multifaceted expertise will help advance consumer rights, reinforce marketplace integrity and will be invaluable in guiding policy decisions that prioritize the interests of both dealers and consumers alike, while protecting the interests of other key industry stakeholders. Serving on the Board will provide Luciano a platform to leverage his skills, collaborate with fellow automotive professionals and stakeholders, and foster a regulatory environment that promotes transparency, fairness, and mutual benefit within Ontario's automotive sector.

**François CAZA, Senior Sales Representative, Kolman's Wheelsport Ltd.**

A professional, bilingual, Senior Sales Representative with an extensive background in motorcycling dating back over 20 years, François has ridden in over 20 countries spread over 4 continents. He has been OMVIC-certified in Automotive Law and Ethics for the past 6 years. Prior to this, he was General Manager of Canada's largest privately owned translation firm and sat on many boards and committees both in the private sector and in government.

Like OMVIC, he is very much committed to a fair marketplace; his passion for the automotive industry is reflected in his day-to-day work. He is very proud to be given the opportunity to assist in the administration and enforcement of the MVDA. For François, to serve the stakeholders in the industry he has chosen as his vocation is truly an honour.



**Freddie CHENG, General Sales Manager, Pfaff Leasing**

I have been in the Auto Industry for over 8 years with a strong background in delivering the highest quality of customer service where possible. Being from different industries prior to my current role, I have come to realize there is a huge negative connotation towards the Auto Industry and some industry practices where I am hoping to be a part of towards the change in the image with my beliefs in Regulation Standards of Practices and business ethics. I understand I alone, cannot be the only one who believes change is possible but to be a part of the Board Members of the Regulators in the Auto Industry, this could be possible.

I am passionate about cars and passionate about fair practices within the industry that we can all be a part of making this movement towards a more positive image for the industry as a whole. Although not a CPA or a CA, I am very much knowledgeable in financial literacy as with my years of experience in Financial Analysis and Credit Adjudications. I am hoping for a chance to be a part of the Board Members at OMVIC which I can be proud of.

**Daniel HANNA, Managing Director, Kings Auto Ltd.**

As the Managing Director of King's Auto Ltd, I bring over 17 years of seasoned experience in the automotive industry. My commitment centers on fostering industry growth and delivering initiatives anchored in fair, honest, and ethical business practices. Known for my integrity and a strong knack for building lasting relationships, I consistently prioritize our customers' best interests.

My professional journey includes a dynamic role on the Humber College Student Board of Directors, where I oversaw student life, activities, events, clubs, and structural planning. My tenure at Humber was marked by providing strategic project direction, financial oversight, and dedicated support for outreach and advocacy efforts.

I am currently proud to serve on the Board of Directors for OMVIC, contributing to a year of notable achievements. As I run for re-election, I am eager to continue advancing OMVIC's mission and supporting our members and stakeholders as they adapt to the evolving business landscape.

**Puneet KHATTAR, Business Manager/IT Department Head, Shadow Auto**

I am from an IT background and had my own extensive experience in buying and selling. Have moved to the motor vehicle industry as I have an interest in this business. I pursue a great knowledge on business development and management. Have amazing customer experience and relationships.

My goal is advance my career in this industry, this would be a perfect opportunity for me to grow and develop skills. I hope my 9 years of business and IT experience can help achieve OMVIC desired success and goals even further. And OMVIC is the place where I can become a leader in this industry, and my ability, effectiveness, skills and knowledge can help me become an essential part of the board of directors.

**Wayne KWAN, Retired Finance Manager**

I had just retired from the auto industry after 38 years of continuous service. 4 years as salesperson and 34 years as Finance Business. I am capable of contributing my years of retail interaction with the Consumer as well as my Finance Office experience. As my record indicates, I hold a high level of integrity and honesty.



**Rob LEGGAT, Managing Partner, Team Honda Powerhouse of Milton**

Rob Leggat is an accomplished automotive professional, serving as the Managing Partner of Team Honda Powerhouse of Milton and the Managing Partner/GM of Leggat Discovery Ford. Since he took over the Honda dealership in 2010, they have won the Honda President's Challenge six times.

Rob's career in the automotive sales industry began in September 2003 when he joined Leggat/Mountain Saturn Saab. Rob transitioned to sales management in 2005 and worked there until 2008. In May 2008, he joined and assisted in opening Team Honda as an open point and has also been at Ford since 2021.

Rob completed his studies at Georgian College and the University of Western Ontario and joined the OMVIC Board of Directors in 2020 for a three-year term. Rob is currently an Ontario Honda Dealers Association member, providing input and feedback on Honda advertising strategies. He also works actively with Honda Canada, fellow Honda dealers and advertising channels to best promote the Honda brand.

Rob is a fourth-generation car dealer and has been in the industry full-time since 2003. He is looking to continue his experience and further assist OMVIC in helping the industry achieve bigger and better things. Rob believes in fairness within the industry and strives daily to give his dealership and industry a positive image.

**Giuseppe MALFARA, Owner/Operator, Frank Malfara Service Station**

I have been involved in the motor vehicle industry for 41 years. I own and operate 2 automotive repair facilities/ full service gas stations and used car dealerships in the city of Toronto. I have a wide knowledge of the automotive industry and have always been intrigued with idea of serving on the OMVIC board of directors. I have always had some concerns with the direction of the industry and would be interested in participating in the decision making and governance in the next few critical years for this industry.

**Kristopher MCFARLANE, Used Car Sales Manager**

As a passionate used car person, I take pride in selling cars with full disclosure. "Treat one as one would want to be treated" Having been on the sales floor and in management with over 15 years of experience, I have a great sense of what clients want, honesty, transparency and clarity! I hope to help increase OMVIC awareness and provide insight on the industry in a whole.

**John NICHOLSON, General Sales Manager, Kia Sudbury Motors**

I've been in the automotive industry in sales since 2009. I've seen the market and industry go through changes - some major and some more minor. I'm in tune with the needs of the dealer body and the consumer, as I'm a front-line sales worker in sales management. I'm up to date on marketing requirements, ethics and best practices. I want to be a part of this board to be on the front-line of advocacy for both the consumer and dealer network and help shape the future of the rules and regulations that shape the automotive industry. I find these things incredibly interesting, and I think I can bring a relevant perspective to the table to help move the needle in a positive direction for our industry. OMVIC and its rules are things that affect my way of conducting business and being on the front-line of that decision making process and helping to lend a voice for the consumer and dealer network is something I'd be excited to provide. I would have a lot to learn, but if part of the mandate of OMVIC's board of directors is to bring in fresh people with various perspectives, then I think I fit those criteria.



**Martin PROULX, General Manager, Lecours Motor Sales**

My vision for my tenure on the Board is to leverage my background to advocate for policies that ensure the Ontario motor vehicle industry remains at the forefront of innovation, consumer protection, and environmental sustainability. I am particularly interested in contributing to discussions around the future of mobility, including electric vehicles and autonomous driving technologies, areas in which I believe Ontario has the potential to lead nationally and globally.

**Siddharth RADHAKRISHNAN, Lead Energy Management & Aerothermal Performance, Altair Engineering**

I am Siddharth Radhakrishnan, an accomplished Energy Management & Aero-Thermal (EMAT) Performance Engineer currently associated with Fiat-Chrysler Automotive Projects under the esteemed Stellantis group, employed through ALTAIR in Toronto, Canada.

Holding an Undergraduate degree in Mechanical Engineering from Anna University, Chennai, India, and a Postgraduate degree in Aerospace Technologies from the University of Nottingham, United Kingdom, I bring nearly a decade of expertise in Automotive Safety Certification. My career journey has been enriched with diverse experiences, commencing at Hyundai Motor Company, where I delved into Passenger Cars' Homologation adhering to both Indian and global standards. Subsequently, my roles at Daimler & Mitsubishi Fuso involved cutting edge technologies in manufacturing and safety accreditation for commercial and construction equipment vehicles on a global scale.

My tenure at Tata Consultancy Services provided a robust technical platform, contributing to PSA Groupe (Stellantis) projects and implementing advanced safety standards across regions like India, North America, Latin America, Oceania, ASEAN, and EURASIAN. Further broadening my horizons at Nityo Infotech Corp., I engaged in conceptual design analysis and product portfolio study, providing valuable insights into cost reduction technology and effective manufacturing strategies.

Currently, working with Stellantis Motor Group through ALTAIR, I have immersed myself in the realm of Electric Vehicle Energy Management and Performance, focusing on aspects such as range, efficiency improvement, and aerodynamics. As an ardent Automotive Engineer, I firmly believe in the transformative potential of Electric Vehicles, steering us towards a greener automotive landscape. I am actively pursuing groundbreaking opportunities in the Electric Vehicles & Charging Infrastructure Development domain in North America, eager to contribute my skills and experience for the growth of the organization and the betterment of society. If there are roles available, particularly in Regulatory Compliance & Safety Homologation of Battery Electric / Fuel Cell Vehicles, I kindly request your consideration.

