

New Board Members • AGM 2022

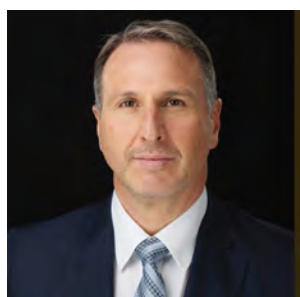


Pamela Lee, CPA, CA • Chief Operating Officer and CFO • Mr. Lube Canada LP

Pamela Lee is a chartered accountant with 25 years of experience in the automotive, telecommunications, and forestry industries. As the Chief Operating Officer and CFO of Mr. Lube, Pamela oversees business development, strategic planning and financial governance of the organization as well as corporate services including human resources, information technology and construction. During her time at Mr. Lube, the company achieved Platinum status as one of Canada's Best Managed

Companies by Deloitte and in 2018, Pamela was recognized as one of BC's Top CFOs by Business in Vancouver.

Pamela believes in giving back to the community. She currently sits as Treasurer for the Mr. Lube Foundation which has donated \$6M in its lifetime, giving to charities benefiting children's welfare, multiple sclerosis and prostate cancer. She is a regular volunteer at the annual Mr. Lube's Zajac Camp for Kids and Big Brother events.



Joey Miceli • Chief Operating Officer • Group Del Vasto

Joey Miceli began his automotive aftermarket career in 1993 as a warehouse manager for Vast-Auto Distribution. Shortly thereafter, he was promoted to the position of buyer, becoming the Director of Purchasing in 1996, and climbing the ladder to the position of Vice President of Purchasing, in 2001. Two years later, his portfolio of responsibilities grew to include overall operations, becoming VP of Purchasing and Operations. In 2018, he was named to the position of Chief Operating Officer, responsible for all of Group Del Vasto taking on an active and integral role in the company's strategic development.

Over the years Joey has participated in multiple committees and boards within the automotive aftermarket industry such as the Aftermarket Auto Parts Alliance (AAPA) Product Committee where he has served since 2001, taking the role of chairmen twice and the Automotive Warehouse Distributors Association (AWDA) Board of Governors. He received his Auto Parts Professional certification from Northwood University in 2012 and is currently an active member of the Auto Care Association.



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James Channer • Co-Founder and Chief Operating Officer • In Motion Brands

James has been creating value for hundreds of business owners in a variety of industries for the past 25 years. As the Co-founder of In Motion Brands, James has continued his passion of helping grow brands within the automotive aftermarket industry. The team at In Motion Brands services businesses of all sizes on how to maximize technology and the latest solutions to create success in every area

of their business. From website development, digital marketing, and implementation of retail software to strategic consulting and keynote speaking, James is a dynamic leader.

James has been a frequent guest on AIA Canada webinars, providing invaluable insights on a number of topics important to the association's members.