

Cindy Hillaby

Vice President, Membership & Automotive at CAA South Central Ontario

Thornhill, ON, CA

Experienced business executive driving the evolution of roadside assistance.

Description

An experienced and strong business executive with a demonstrated history of working in the financial services/services industries. Skilled in Business Strategy, Leadership, Customer Service, and consistently driven to exceed desired results through strong strategy, great people and innovative technology solutions. As a strong HR practitioner, skills and results have expanded into overseeing Automotive/ERS division and government & community relations portfolios.

Industry Expertise

Automotive

Topics

Organizational Strategy, Membership Management, Roadside Assistance, Public Affairs, Membership Retention

Affiliations

Education

Seneca College

Human Resources Management Diploma Human Resources

Western University

Executive Program Certificate Ivey School of Business

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