

# **Kellee Irwin**

**VP, ORION Travel Insurance at CAA South Central Ontario**

Thornhill, ON, CA

Executive leader driving transformational change to enhance the customer experience.

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## **Biography**

Highly motivated and strategically-focused leader with proven strengths in spearheading transformational change, strategic project delivery and top results, combined with over 25 years of experience in financial services, including 13 years of executive leadership.

Recognized for successfully implementing creative approaches to significantly enhance the customer experience, achieving positive financial results. Provided inspiration and mentoring to unlock individual talent and develop a high performing and cohesive team to its full potential in order to drive change.

- Strategically led challenging and complex situations through innovative and cost effective solutions
  - Proven track record gaining internal and external stakeholder support necessary to drive transformational change aligned to strategic outcomes
  - Built a consistent culture of continuous improvement and increased efficiency as business sponsor utilizing Six and Lean Sigma Methodology
  - First Canadian to receive the honour of “Women in Insurance Leadership Awards, Notable Achiever”, and held numerous board and chair positions
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## **Industry Expertise**

Insurance, Retail, Consumer Services

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## **Areas of Expertise**

Insurance, Property and Casualty Insurance, Customer Experience, Customer Engagement & Retention

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## **Affiliations**

Ontario Federation of Trail Riders, Board of Directors, Canadian Motorcycle Hall of Fame, Board of Directors, Motorcyclists Confederation of Canada, Past Chair

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## **Education**

**Ryerson University**

B.B.M. Marketing

**Insurance Institute of Canada**

Fellow, Chartered Insurance Professional Insurance and Risk Management

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