

MEET YOUR FACILITATOR:

Mr. Robert (Bob) Greenwood AAM (Accredited Automotive Manager) is President and C.E.O. of Automotive Aftermarket E-Learning Centre Ltd. (AAEC). AAEC is a technology company focused on providing Business Management Resources and Development for the Independent Sector of the aftermarket industry utilizing the Internet environment. AAEC content and technology is recognized as part of the curriculum of the Fixed Operations Diploma and the Aftermarket Degree courses taken at the Canadian Automotive Institute (CAI) in Georgian College located in Barrie Ontario Canada. CAI is the leader and only college in Canada that offers an automotive business education. AAEC is also recognized by the Automotive Management Institute (AMI), located in Bedford Texas USA, allowing 80 credits for successful completion of the AAEC E-Learning portion of the site towards the 120 credits required to obtain the reputable Accredited Automotive Manager (AAM) designation. The Automotive Management Institute's Accredited Automotive Manager designation is the first business management accreditation exclusively for the automotive service professional. To date, AMI various programs have attracted more than 160,000 enrolments throughout North America.



Bob has over 34 years of Business Management experience within the Independent sector of the automotive aftermarket industry, consulting Independent retail shops on all facets of their business operations. His 18 years of running his own local consulting and accounting firm in Ottawa, Ontario created some of the most productive and financially successful entrepreneurs within the Independent sector in Canada today.

Bob is an AMI approved instructor. He has created Business Management development courses for automotive shop employers/managers, which are recognized as being the most comprehensive, industry specific courses of their kind. His courses address the creation of measurable bottom-line profitability and not just developing activity, by covering the very detailed nuts and bolts issues that are required to be clearly understood by every level of the industry if an independent shop is going to prosper and enjoy a professional future.

Bob writes monthly Business Management articles for CARCARE Business Magazine, the most widely read automotive journal by industry business owners within Canada, continuously educating and updating the aftermarket sector on Business Management issues to secure long term client loyalty and sustained business profitability. He also writes Business articles for Auto Atlantic in Atlantic Canada and has written Business articles for Engine Professional Magazine, a USA publication specifically designed for the engine re-builder sector.

Bob is a frequent key note speaker at various industry, company and association conventions throughout Canada and the United States as he brings a very unique insight from his personal experiences working with the retail Service Provider sector, the wholesale Jobbers sector, the Warehouse Distribution sector and Manufacturers within the aftermarket industry.

On November 4th, 2003 during Automotive Industry Week in Las Vegas Nevada, in recognition of his contributions to the automotive aftermarket industry, Bob was the first, and is the only Canadian Business Management Consultant to be presented the very prestigious Northwood University Automotive Aftermarket Management Education Award for 2003 by Dr. David E. Fry, President of the University. "This award is presented to individuals in the automotive aftermarket field who have made noteworthy contributions to education, public or private, on any level, inside or outside the industry. Recipients are people of stature and the award is recognition of dedication over a number of years to the educational process and the automotive aftermarket. The award is unique in that it is the only education award of its kind in the industry".

