

Auto Remarketing Canada: Was the car business where you initially saw yourself, and what was your path to the automotive industry?

I would answer that with a maybe. Out of high school, I had no idea what I wanted to be when I grew up, and I'm still not 100-percent certain, but I now know that whatever I do, it will be in this industry. I started my post-secondary education in psych, and I likely dismissed it too quickly now that I look back on things and the role I currently have and so much of it relying on human interaction design and leadership. I moved into the automotive program at ABSC (The Automotive Business School of Canada) because I had a dream of designing car commercials. While I don't know how to change my own flat tire and I cannot explain the difference between a super charger and a turbo charger, I have always loved cars.

ARC: What do you enjoy most about working in the car business and/or your job?

Easy answer for both, the people. OK and the cars. What I enjoy most is making a positive change in people's lives, and that applies to both dealers and peers.

ARC: How would you describe your leadership style?

What a great question and probably one better answered by others! I would hope if you did ask them, they would use words like balanced, honest, facilitative, engaged, influential, passionate, respectful and supportive. I'd say they'd be lying if they didn't include things like quirky, particular and sometimes asks too many questions.

The best way I could describe my leadership style is to tell you it's continuously evolving and everchanging. I'm always learning, growing and hopefully getting better.

“What I enjoy most is making a positive change in people's lives, and that applies to both dealers and peers.”



Joanne Peddle
Leader, Product
SCI MarketView

ARC: At almost any workplace, problems or challenging situations will inevitably pop up. How do you as a leader handle those situations?

The “how” obviously depends on the situation, but there are certainly foundational things that help regardless. Things like staying calm, listening, taking your time, being respectful and stepping away if required. The other aspect to this is having a variety of tactics or strategies in your toolbox so that you've got the ability to quickly work through the situations.

ARC: Who are some leaders — outside of automotive — you admire and why?

The leaders who I admire typically change based on the books I'm reading. Top three at the moment are Simon Sinek, Ricardo Semler and David Marquet. I'd be remiss if I didn't mention the IDEO organization and Michael Sahota.

They all share traits that I've come to value highly. They challenge the status quo and believe in a better way to lead, create culture, and they are catalysts for change in business. I admire them because they motivate me to be better and to never stop learning and evolving.