

Agenda Item 1(d) (New Item)

June 8/21 Board Meeting

Canadian Tire Bank Nominee For Appointment As CTB's First Director On The CAFII Board (Assuming Board Approval Of CTB's Admission As A CAFII Initiation Member)

Adam Vespi

Associate Vice-President, Insurance & Services

Canadian Tire Bank (CTB)



Adam Vespi is an experienced leader in the financial services industry with deep payments, savings, insurance and optional products experience. Currently, Adam is the Associate Vice President of Insurance and Services at Canadian Tire Bank (CTB), responsible for creating the strategy and roadmap to deliver the next phase of creditor insurance business growth, and the implementation of new optional products and services that support the Canadian Tire customer ecosystem.

Adam holds a Bachelor of Mechanical Engineering & Management and an MBA from McMaster University. He continues to stay involved in post-secondary education as a Sessional Instructor for the Department of Engineering and the DeGroote School of Business at McMaster University -- teaching communications, applied marketing, and innovation to second and third year students.

The majority of Adam's career at Canadian Tire Bank to date has spent in customer acquisition, where he has led the national sales efforts and customer programs for both the credit card and balance protection products. Adam proudly created and led key digital transformation initiatives that enabled instant adjudication and real-time payment opportunities for new applicants – generating double digit growth and an improved customer and sales experience.

As a father of two young boys, an avid follower of technology trends and business news, and a passionate average golfer, Adam is committed to dedicating time to the essential joys of life in his personal time.

"I love my job, I love the company I work for, and I'm grateful for the opportunity to manage a business with such great potential and such great people. We are going to learn a lot, achieve great results, and have fun doing it!," Adam enthusiastically says.