



## BIOGRAPHY

### Educator: Bob Greenwood

Mr. Robert (Bob) Greenwood AMAM (Accredited Master Automotive Manager) is President and C.E.O. of Automotive Aftermarket E-Learning Centre Ltd. (AAEC). AAEC is a company focused on providing Business Management Resources and Development for the Independent Sector of the aftermarket industry. AAEC content and technology is recognized as part of the curriculum of the Fixed Operations Diploma and the Aftermarket Degree courses taken at the Automotive Business School of Canada at Georgian College located in Barrie Ontario Canada. This school 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 North Richland Hills, 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.

Bob has over 40 years of Business Management experience within the Independent sector of the automotive aftermarket industry in North America, 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 Canada created some of the most productive and financially successful entrepreneurs within the Independent sector today.

Bob is one of 150 world-wide AMI approved instructors. He has created Business Management development courses for aftermarket shop employers/managers, Jobbers and Jobber Sales representatives which are recognized as being the most comprehensive, industry specific courses of their kind in North America. His courses address the creation of measurable bottom-line profitability and not just developing activity to keep busy, 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 financially prosper and enjoy a professional future.

Bob writes bi-monthly articles in Canada for CARS Magazine addressing Shop Management issues and monthly articles in Jobber News Magazine addressing wholesale Parts Distributor Management issues. These two journals are the most widely circulated and read magazines in Canada for addressing shop and wholesale management development. He also writes Business Management articles for Auto & Truck Atlantic Magazine in Atlantic Canada, regular Management articles for Auto Inc. Magazine, the main national journal for ASA (Automotive Service Association in the USA), quarterly articles for USA HDA Truck Pride (Truck Service Experts News Letter Heavy Duty Division), and also monthly Business Management articles for Motor Age Magazine in the USA.

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