

AIA Distinguished Service Award • 2022



Robert Greenwood

Robert “Bob” Greenwood, AMAM (Accredited Master Automotive Manager), was president and C.E.O. of Automotive Aftermarket E-Learning Centre Ltd., a training company focused on providing business management resources and development for the independent sector of the aftermarket industry.

Bob had over forty years of business management experience in the automotive aftermarket industry and consulted with independent retail shops on all facets of their business operations. Many of the most productive and financially successful entrepreneurs within the independent sector today benefited from his mentorship.

One of only a handful of Automotive Management Institute approved instructors, he created business management development courses for aftermarket shop employers/managers, jobbers and jobber-sales representatives.

Bob was a prolific writer on a variety of topics related to the automotive aftermarket. He regularly contributed articles to a half dozen different magazines and hosted the popular “Greenwood’s Garage” video series on autoserviceworld.com.

As a member of AIA Canada and the Auto Care Association, Bob was a huge supporter of aftermarket education, promoting events and programming on both sides of the border.

Bob was a frequent keynote speaker at various industry, company and association conventions throughout North America. He brought a unique insight from his personal experiences working with the retail service provider, wholesale jobber, warehouse distribution, and manufacturing sectors within the aftermarket industry.

In 2003, Bob was presented the Northwood University Automotive Aftermarket Management Education Award -- the first and only Canadian business management consultant so honoured. In 2012, Bob was honoured with the prestigious Queen Elizabeth II Diamond Jubilee Medal, presented to him by the Governor General of Canada.

Bob passed away on September 9, 2021.