



## Young Leader of the Year Award • 2022



**Graham Jeffery** | Vice President – Automotive Merchandising | Canadian Tire Corporation

Graham is an active member of the Canadian automotive aftermarket, working in the automotive business of Canadian Tire since 2005. He has served as an AIA Canada board member since 2019.

Graham is currently Vice President of Automotive Merchandising and Services at Canadian Tire where he is responsible for the overall strategic direction and growth of the automotive general merchandise and auto service businesses. Previously, he held progressively senior merchandising and digital management positions across the Automotive Division. These include Associate Vice President – Car Care and Accessories, followed by Associate Vice President – Tires and Auto Outdoor Adventure.

Graham graduated with an MBA from the University of Toronto's Rotman School of Management. He also holds a Bachelor of Business Administration with Honors from Wilfrid Laurier University.