

Colleen Porter named as one of the Top 16 Hardest-Working Women in Automotive Retail

Parts Manager of Mississauga, Colleen Porter, was recently named as one of the Top 16 Hardest-Working Women in Retail by the Center for Performance Improvement.

Colleen Porter is – and always has been – a gearhead. As a child, she could identify nearly every car, while also carrying on informed conversations about mechanical specifications. So, of course, when she went off to school, she signed up for an automotive marketing program at Georgian College. Attending classes there confirmed the car business would be her lifelong career.

Every day for the successful parts manager involves multitasking. She leads and coaches a team of over 40 staff members through everything from meeting goals to managing reports. Porter says, “I am challenged every day to find new and innovative ways to ensure my team in the parts department is successful. It’s very important to me to lead by example and that my staff knows they are valued and that they deserve the credit for the success of our department.”

In 2018, Porter was chosen for and graduated from, the NADA/ATD Academy while only six months into her role as parts manager. While in the intense program, she was still able to run her department and meet goals successfully.

“Thank you to Premier Truck Group for believing in me and giving me the opportunity to study at the NADA/ATD Academy – it was an invaluable experience,” she says.