

Kellee Irwin

Vice President, Orion Travel Insurance at CAA Club Group

Thornhill, ON, CA

Executive leader driving transformational change to enhance the customer experience.

Biography

Highly motivated and strategically-focused leader with proven strengths in spearheading transformational change, strategic project delivery and top results, combined with over 25 years of experience in financial services, including 13 years of executive leadership. Recognized for successfully implementing creative approaches to significantly enhance the customer experience, achieving positive financial results. Provided inspiration and mentoring to unlock individual talent and develop a high performing and cohesive team to its full potential in order to drive change. ? Strategically led challenging and complex situations through innovative and cost effective solutions ? Proven track record gaining internal and external stakeholder support necessary to drive transformational change aligned to strategic outcomes ? Built a consistent culture of continuous improvement and increased efficiency as business sponsor utilizing Six and Lean Sigma Methodology ? First Canadian to receive the honour of ?Women in Insurance Leadership Awards, Notable Achiever?, and held numerous board and chair positions

Industry Expertise

Insurance, Retail, Consumer Services

Areas of Expertise

Travel Insurance, Customer Engagement & Retention, Customer Experience, Property and Casualty Insurance, Insurance

Affiliations

Ontario Federation of Trail Riders, Board of Directors, Canadian Motorcycle Hall of Fame, Board of Directors, Motorcyclists Confederation of Canada, Past Chair

Education

Ryerson University

B.B.M. Marketing

Insurance Institute of Canada

Fellow, Chartered Insurance Professional Insurance and Risk Management

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