

Tracy Marshall

Manager, Community Relations at CAA South Central Ontario

Thornhill, ON, CA

Experienced leader that promotes road-user safety through educational campaigns and strategic partnerships.

Biography

As the Manager of Community & Stakeholder Relations for CAA SCO, Tracy is responsible for overseeing a team that manages the organizations' road safety programs and initiatives, including the CAA School Safety Patrol program. With a strategic focus on moving people safety, our road safety education and awareness campaigns are data driven and address relevant and current issues that are important to public, our stakeholders and CAA Members. These include, but not limited to, distracted driving, speeding and stunt driving, cycling safety, impaired driving, pedestrian safety, school zone safety, and Slow Down Move Over. Tracy has been with CAA SCO for 11 years in both marketing and advocacy roles. Tracy also has a passion for volunteer and charity work, and leads the organizations' Charity Advisory Committee.

Industry Expertise

Safety, Program Development

Areas of Expertise

Community Relations, Charity, Marketing, Road Safety, Community Affairs, Corporate Social Responsibility, Road User Safety, School Zone Safety, CAA School Safety Patrol® Program

Education

Canadian Centre for Diversity & Inclusion

Certificate Foundations, Anti-Racism and Influencer

University of Toronto, St. Michael's College

Certificate Corporate Social Responsibility

Wilfrid Laurier University

Honours B.B.A. Business/Marketing

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)