

# Driving F&I Performance.™

## Steve MacIsaac Promoted to Vice President, Sales, Western Ontario & Western Canada

Sym-Tech Dealer Services is pleased to announce the promotion of Steve MacIsaac to **Vice President, Sales, Western Ontario & Western Canada.**



An accomplished executive-level leader with over 15 years of experience driving high performing sales teams, Steve will be responsible for strategizing, implementing, and successfully achieving ambitious Sales and New Business Acquisition targets. In his new role, he will also lead and manage Sym-Tech's Field team from Southwestern Ontario to British Columbia.

Steve brings a wealth of knowledge in automotive sales, Finance and Insurance, and performance coaching. His expertise includes building dynamic sales teams, coordinating cross-departmentally to incorporate a broad range of sales strategies, and forging and sustaining exceptional relationships, which result in robust sales performance, business development, and growth.

Since joining Sym-Tech in January 2012, Steve has held increasingly challenging and enhanced leadership roles, including District Manager and Regional Manager. He excelled at every level, strengthening Dealer relationships and improving F&I sales penetration through meticulous account management, further proving himself as an innovative, creative and analytical business leader.

In November 2018, Steve was promoted to National Sales Manager for the Audi After Care and Volkswagen Protection Plus programs, which Sym-Tech administers. In this role, he led the dedicated Field team and focused on driving Volkswagen and Audi Dealership F&I profitability, Customer satisfaction, and overall program performance across Canada.

Steve received his OMVIC certification from Georgian College.

**Sym-Tech**<sup>®</sup>  
DEALER SERVICES

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