

## The VSA welcomes Loree Gray as new President



Rebecca Darnell, Chair of the VSA Board of Directors, recently announced the appointment of Loree Gray as President of the Vehicle Sales Authority of BC. Ms. Gray replaces Jay Chambers. Jay is retiring from the VSA after six successful years that included an expansion of the role of the VSA to include the licensing and oversight of wholesalers and broker agents. Loree shares Jay's commitment to continuing to foster a healthy and fair marketplace for consumers and sellers.

Loree brings to the VSA three decades of experience in the financial services sector. During her career she led teams in insurance services, retail banking, wealth management and strategic planning for both domestic and international financial institutions. Most recently, Ms. Gray was a Senior Vice President at First West Credit Union, where she was responsible for the sales, service and operations of 35 insurance offices. Prior to that role, she served as Senior Vice President Operations supporting the regional teams as well as the Lean culture and continuous improvement practices at First West.

Loree's first day at the VSA was June 25. She is eager to learn about the industry and to meet with members from every part of this important sector. She commented,

*I love cars, but I have a lot to learn about the many facets of selling new and used vehicles, including RVs and motorcycles. Understanding the critical role the VSA plays in resolving consumer disputes and increasing public confidence in the licensed industry are also at the top of my list.*

Ms. Gray holds a Bachelor of Arts from UBC and is certified with the Institute of Canadian Bankers, the Canadian Securities Institute and the Financial Planning Standards Council. She has been a volunteer with the Loran Scholars Foundation, formerly the Canadian Merit Scholarship Foundation, for over 10 years and is currently B.C. chair.



The VSA is an independent, non-profit agency that oversees the retail sales of personal-use motor vehicles in British Columbia. Please send your questions and comments to [communications@mvsabc.com](mailto:communications@mvsabc.com)

