

The VSA welcomes Stephen Simms as new President & CEO

The Board of Directors of the Vehicle Sales Authority of British Columbia recently announced the appointment of Stephen Simms as President and Chief Executive Officer, effective September 8th.

“After a thorough and extensive national search, we are pleased to have Stephen join the VSA team,” said Mark Bakken, Chair of the VSA Board of Directors. “Stephen’s accomplished leadership experience coupled with his diverse background will ensure that the VSA continues to evolve our practices and is well equipped to deliver on our mandate.”



Stephen brings to the VSA over 22 years of executive leadership experience with Fortune 50 companies and a diverse business background in accounting, operations, merchandising, loss prevention, and human resources. Stephen is a business strategist and is well known for being a trusted advisor for the companies he works for. He has spent most of his career with Walmart, where for 10 years he oversaw the Pharmacy and Optical Retail Operations for Walmart Western Canada. Most recently Stephen was the CEO of Fraserway, Canada’s largest & only national RV dealership.

“I consider it a privilege for me to lead and serve the team at the VSA,” commented Stephen on his new role. “I am looking forward to partnering with the VSA leadership team, the board, and our stakeholders to ensure our purpose continues to live strong and remain relevant. We have a vital role to play in this industry as BC’s motor vehicle sales regulator, and I am excited to lead the VSA into the next chapter.”

Stephen’s ongoing professional development includes Advanced Business Training through Harvard University and the Global Leadership Institute.

The Vehicle Sales Authority will benefit from Stephen’s wealth of knowledge and experience on the team. Please join us in welcoming Stephen to the VSA.

