

JPCLOUTIER

Transportation & Fleet Operations Leader — National Fleet Strategy · Supplier Negotiation · Cost-to-Serve Optimization

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PROFESSIONAL SUMMARY

Bilingual transportation and fleet operations leader with a record of progressive leadership across regional and national networks in Canada. Proven record of optimizing cost-to-serve, negotiating carrier and supplier agreements, ensuring regulatory compliance, and leading teams of managers, technicians and administrators in 24/7 service-critical environments. Deep experience in regulated industries, supplier governance, KPI frameworks, and cross-functional partnership with Finance, Legal, HR and Sustainability. Most recently directed the national fleet program at Intact, Canada's largest property and casualty insurer.

AREAS OF EXPERTISE

- Regional & national transportation strategy
- Cost-to-serve optimization & financial performance
- Carrier, vendor & OEM contract negotiation
- Fleet operations & asset lifecycle management
- Transportation regulatory compliance (CVSE, PMVI, NSC, OH&S)
- Budget ownership (\$10M–\$15M operating; \$40M+ assets)
- KPI development & performance management
- Cross-functional leadership (Finance, HR, Legal, Operations)
- Team leadership & talent development
- Fleet management systems (Holman) & utilization analytics
- Fleet electrification & sustainability programs
- Last-mile & 24/7 service-critical operations

CAREER HIGHLIGHTS

- Reduced Alberta regional transportation repair spend from **\$13M to approximately \$9.7M annually (~25%)** at Enterprise Holdings through vendor consolidation, KPI-driven supplier performance management and rate negotiation.
- Negotiated a national vendor agreement delivering **\$978K+ in recurring savings** while improving service levels and turnaround times across all Canadian branches.
- Owned a **\$10M–\$15M annual transportation and fleet budget** with **\$40M+ in managed assets** at Intact, consistently improving cost-to-serve by **5–17%** through lifecycle optimization, utilization analytics and strategic sourcing.
- Drove a national fleet electrification initiative at Intact, **exceeding deployment targets three consecutive years (2023–2025)** despite global supply constraints.
- Grew a portfolio's sales by **more than 300% in a single year** at Celestial Wine and Spirits, and **345% over three years** as owner-operator of Aaron Taxi St. Albert.

PROFESSIONAL EXPERIENCE

Manager, National & Executive Fleet

Intact · Edmonton, AB

December 2022 – July 2026

Accountable for strategy, governance and operational performance of the national fleet program at Canada's largest property and casualty insurer: 1,000+ vehicles supporting 180+ executives and 24/7 claims operations coast to coast.

- Owned and managed a \$10M–\$15M annual operating budget and influenced \$40M+ in annual asset and contract value; delivered 5–17% annual cost savings through lifecycle optimization, utilization analytics on the Holman fleet management platform, and sourcing strategy.
- Co-developed the enterprise EV strategy targeting full electrification by 2030 and exceeded deployment targets ahead of schedule in 2023, 2024 and 2025, securing supply through global shortages of hybrid and key EV models.
- Negotiated and stewarded national agreements with OEMs, leasing partners, upfitters and service providers; managed supplier performance through KPIs, business reviews and total cost of ownership analysis.
- Independently managed all 180 executive vehicle requirements in parallel with national fleet operations.
- Governed transportation regulatory compliance and company policy nationally — CVSE and PMVI requirements, annual fleet policy, taxable-benefit administration and driver onboarding standards.
- Led and developed a team of fleet professionals; partnered with Finance, Legal, HR and Sustainability to align transportation strategy with corporate financial and ESG commitments.
- National escalation point for complex service, cost and delivery issues; held fleet availability through severe OEM supply disruption via proactive procurement and multi-source vendor alignment.

Manager, Western Canada Traffic Data & Technical Services

ATS Traffic · Edmonton, AB

July 2019 – December 2022

Led strategy, operations and execution for repairs, maintenance and Intelligent Transportation Systems (ITS) across Western Canada in a 24/7 road-safety environment serving Alberta Transportation, municipalities and emergency services.

- Directed three integrated technical teams (welders and trailer mechanics, electronic repair technicians, ITS service) plus supporting administration; accountable for budget, vendor management, safety and service-level performance.
- Built and led Western Canada's only VER-MAC message board trailer and SCORPION Crash Attenuator certified service operations, establishing governance, training, certification and supplier frameworks.
- Managed specialty and off-road fleet assets — trailers, generators, compressors, message boards and ITS equipment — balancing public-safety commitments with financial discipline and compliance.
- Led ITS traffic strategy design and implementation: Miovision, RTB, EMS pre-emption, custom gates and control systems, and pilot programs with Alberta Transportation.

Business Development Manager

Celestial Wine and Spirits · Edmonton, AB

June 2017 – July 2019

Drove sales growth in one of Alberta's most saturated markets, managing a portfolio of 56 SKUs competing against 27,000.

- Grew portfolio sales by more than 300% in a single year (2018) through strategic networking, creative marketing campaigns and disciplined territory management.
- Built client relationships and retention programs that increased repeat business in a market where competitors churned accounts; improved ROI through strategic purchasing and data-driven measurement of market penetration.

General Manager / Interim COO — Owner-Operator

Aaron Taxi St. Albert (sold to TappCar) · St. Albert, AB

June 2013 – 2016

Owned and operated a last-mile passenger transportation company, grown to be the fastest-growing taxi company in St. Albert.

- Increased sales revenue by 345% over three years through dispatch and routing operations, fleet asset management and regulatory compliance.
- Held full P&L accountability across fleet procurement, driver management, safety, insurance and vendor agreements; led the operational transition and integration of the business into TappCar.

Provincial Repair Manager, Head Office

Enterprise Holdings (Enterprise, National, Alamo) · Quebec 2000–2007, Alberta 2007–2012

January 2000 – 2012

Senior operational leader within North America's largest rental fleet group, accountable for repair and maintenance operations, vendor governance and policy across two provincial networks totalling 12,000+ vehicles and 60+ locations.

- Reduced the Alberta network repair spend from \$13M to approximately \$9.7M annually (25%) through vendor consolidation, KPI-driven supplier management and rate negotiation, directly improving group profitability.
- Negotiated a national vendor agreement delivering \$978K+ in recurring savings with measurable service-level and turnaround improvements across all Canadian branches.
- Built two provincial repair operations from scratch (Quebec 2001, Alberta 2007); each earned Enterprise's Exceptional Achievement Award with global Top 10% rankings.
- Led and supported 60+ branch management teams across two bilingual territories on fleet repair, warranty, maintenance and vendor escalations; authored the repair section of Enterprise's PO system and the Repairs Policy and Procedures manual, adopted globally.

BOARD & VOLUNTEER LEADERSHIP

- Executive Board Member, Edmonton Real Estate Investors Association (EREIA) — Edmonton, AB, 2022 – Present
- Executive Director (Volunteer), Operation Community Restore — Jacksonville, FL, 2012 – 2015

EDUCATION, CREDENTIALS & LANGUAGES

- Project Management Certificate, Northern Alberta Institute of Technology (NAIT)
- Construction Management Certificate and National Construction Safety Officer (NCSO), Alberta Construction Safety Association (ACSA)
- Automotive Mechanics Technology, Ranken Technical College
- Auto Estimatics, Vale National
- Languages: English (fluent), French (fluent) · Valid Alberta Class 5 licence