

Mark Cheng

“My dedication lies in pushing each member to exceed their business growth objectives and reach their full leadership potential.”

TEC CEO Chair
Vancouver, BC



Hello!

I am a seasoned professional with over 35 years of experience in the automotive industry, specializing in leadership management, strategic marketing, and product development. My entrepreneurial drive has resulted in a remarkable track record of enhancing consumer experience, improving organizational productivity, and driving operational efficiency through effective processes and solutions.

Throughout my career, I have achieved numerous notable accomplishments that have driven positive change and made a lasting impact on the automotive industry. These include successfully negotiating perpetual national dealer franchise agreements, spearheading consumer research leading to the integration of a manufacturer's production of North American content (NAFTA), developing a comprehensive national employee handbook, and implementing highly effective Customer Satisfaction Programs (CSI/SSI).

One of my proudest achievements was my role as the youngest Canadian Sales Manager for the largest Honda dealership in the country. Under my leadership, I pioneered a sales team that achieved an impressive 50% gender equality, setting a new standard for diversity and inclusivity in the workplace. Another significant milestone in my career was becoming the youngest and first Chinese-appointed dealer principal in Canada's history for a VW franchise, exemplifying my entrepreneurial spirit and ability to break barriers in the industry.

With extensive experience in executive advisory boards within the automotive industry, including the VW National Dealer Advisory Board, Provincial Motor Dealers' Association Executive Board, a provincial advertising/marketing board, and the Business Development Bank of Canada (BDC) Presidents' Business Round Table Advisory Board, I have gained invaluable insights and a comprehensive understanding of the retail industry.

With my entrepreneurial drive, extensive leadership experience, and commitment to fostering diversity and inclusivity, I am an exemplary leader for my diverse TEC Canada CEO group. My dedication lies in pushing each member to exceed their business growth objectives and reach their full leadership potential. By creating a stimulating and engaging environment that values different perspectives and achievements, I foster a culture of respect and appreciation within my TEC CEO group.

On a personal note, I have an educational background majoring in physics from the University of the Fraser Valley, The University of British Columbia, and Simon Fraser University, and have experience in accounting through my CGA. I live my life using the principles of family first, respect for others, and mother nature.

My TEC Group Vision

My diverse background and forward-focused, dynamic approach is a perfect fit for action-oriented entrepreneurs open to new ways of thinking and are looking to be challenged while having fun, participating fully and honestly, and celebrating accomplishments.

Let's Start the Conversation

mcheng@tec-canada.com | 403.262.1010

Take The Leap Towards Transforming Your Leadership Skills Now!

Connect with me today to start your journey towards growth and opportunities that align with your business and personal goals. Elevate your business and personal success with me and my group of exceptional business leaders by your side!

Respectfully Yours,

A handwritten signature in black ink that reads "Mark". The signature is fluid and cursive, with a long horizontal stroke at the end.

TECCANADA