

Marrianne Wilson named CAA Niagara's new President & CEO

THOROLD, ON (May 28, 2025) — CAA Niagara has announced the appointment of Marrianne Wilson as its new President and Chief Executive Officer. Marrianne, who has been with the club for six years, is being promoted from her current role as the club's Vice President of Marketing, Strategy, and Member Engagement.

"We're excited to welcome Marrianne into the role of CEO," said Mike Goodale, Chair of the CAA Niagara Board. "Her strong leadership, deep commitment to our Members and employees, and clear vision for the future make her the right person to guide CAA Niagara into its next chapter."

"We're also incredibly grateful to Peter Van Hezewyk for his thoughtful and steady leadership over the past eight years. Peter will be transitioning to a strategic role focused on key initiatives and leadership support, continuing to help shape our vision and foster greater collaboration across the organization.," said Goodale.

The new CEO is a public relations graduate from Humber College with over 25 years of experience leading marketing, strategy, communications, and customer engagement across retail, nonprofit, travel, insurance, and agency sectors. During her time with CAA Niagara, she has driven remarkable growth to over 160,000 Members, launched a new brand strategy including the integration of acquired companies Niagara Airbus and AAPEX Driving Academy, and led the design and build of our largest location at the Pen Centre

She currently serves on the boards of the Niagara Grape & Wine Festival and the Niagara Safety Village, volunteers with Big Brothers Big Sisters Niagara, and is a dedicated plasma donor. In 2024, Marrianne was honoured with a Women in Business Award for Corporate Leadership, presented by the Women in Niagara Council (WIN) and the Greater Niagara Chamber of Commerce (GNCC), recognizing her contributions to corporate leadership.

"CAA Niagara is an incredible organization that makes a real difference in our community. I'm proud to step into this role and grateful to Peter for his guidance, support, and mentorship over the past six years. I'm excited to lead us into the next phase of growth as we continue moving Niagara forward, " said Ms. Wilson.

Marrianne and her husband Mike are passionate travellers and enthusiastic supporters of the Niagara wine region. In her downtime, she enjoys cheering on the Blue Jays and spending time with her dogs, Ozzie and Maggie. Marrianne will assume her new duties as President and CEO on June 9, 2025.

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ABOUT CAA NIAGARA

Founded in 1911 as the St. Catharines Automobile Club, CAA Niagara is a not-for-profit membership organization dedicated to serving the Niagara Region. With over a century of experience, we provide trusted emergency roadside assistance, comprehensive insurance, travel services and Member-exclusive discounts and rewards.

CAA Niagara is also proud to operate AAPEX Driving Academy, helping drivers hit the road with confidence, and Niagara Airbus, offering stress-free transportation solutions.

Driven by a commitment to safety, value, and community impact, CAA Niagara champions initiatives that enhance the quality of life for our Members and the broader community. With a focus on innovation and member engagement, we strive to provide peace of mind and exceptional service, empowering our Members to enjoy life's journey to the fullest.

PHOTO AND VIDEO ASSETS

Photo of Marianne Wilson, courtesy of CAA Niagara.

