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Julie Picard Elected NAAA Vice President

National Auto Auction Association installs Manheim National West Regional Vice President in the executive post at its 70th annual convention



Julie Picard

FREDERICK, MD. — Julie L. Picard will be vice president of the National Auto Auction Association (NAAA) for the 2018-2019 term, serving on the executive board with President Chad Bailey and President-elect Laura Taylor.

The association, a private, nonprofit trade organization representing more than 340 wholesale auto auctions and 130 associate members from a wide range of industry related fields, elected Manheim’s National West regional vice president at its 70th annual convention last month.

At Manheim, Picard is responsible for developing and implementing strategies for 14 auctions designed to drive growth, market share and profitability. She focuses on building strong relationships and creating a culture that delivers excellent client service, promotes continuous improvement and accelerates employee development.

Throughout her 26-year Manheim career, Picard served in numerous executive positions, including vice president and general manager of Manheim Pennsylvania, overseeing the world’s largest auto auction with 1,600 employees and revenues of \$226 million.

“Julie’s experience in the industry, business skills and leadership abilities made her an excellent choice to serve on our board,” said NAAA Chief Executive Officer Frank Hackett. “She values team engagement, collaboration, talent development and strategic planning, all of which are important for the advancement of our association and the vehicle remarketing industry.”

Graduating from the University of Montana with a bachelor’s in accounting in 1989, Picard worked for Rhodes and Fullaway, CPA, becoming a senior accountant before leaving three years later to join Manheim Seattle as controller and manager of finance and administration.

After completing the COX Executive Leadership Program, she was named the Seattle auto auction’s assistant general manager in 2000, then general manager in 2007 and market vice president in 2011. Picard served as vice president and general manager of Manheim Pennsylvania from January 2014 until being named to her current position in December 2015.

Picard has been recognized as an industry leader, honored as one of Auto Remarketing's "2013 Women in Remarketing." She also received the prestigious 2013 Laurie Dobberphul Top Achiever Award, presented by GE Remarketing. Both awards spotlight women who continuously make a difference and are passionate about the automobile industry. In addition, Picard has earned numerous quality and performance awards during her career.

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