

NOTICE: 06-2024  
DATE: MAY 28, 2024

## Notice to All Stakeholders Consumer Representative Appointment

### Purpose:

The Automobile Insurance Rate Board (AIRB) is announcing recent Consumer Representative appointment.

### Background:

The AIRB recruits Board Members based on specific skills, knowledge, experience, and diversity. The Lieutenant Governor in Council may appoint AIRB public members for a term of up to three years and re-appoint for up to three terms. In addition, the Minister of Treasury Board and Finance appoints a Consumer Representative through a Ministerial Order.

### Announcements:

I am happy to announce the appointment of a new Consumer Representative, **Catherine Manten**. she was appointed to the role of Consumer Representative through a Ministerial Order dated May 9, 2024, following nearly a year in the role as public member.

Ms. Manten is the Chief Administrative Officer of Kaizen Automotive Group, where she has gained firsthand experience on issues Alberta drivers face when purchasing and insuring a vehicle. She and brings over 30 years of progressively responsible experience in Finance, Administration, Operations and HR in multi-dealer point operations to the role. Catherine has led her teams through the start-up, acquisition, turnaround, and growth modes and has spent the past 18 years gaining experience in retail sales, change management, business development, financial analysis, and forecasting in Canada and the United States. In addition to the AIRB, Catherine also serves on the Board of Directors for the Alberta Motor Vehicle Industry Council, McDougall House and Fear is Not Love.

I extend sincere thanks to our departing Consumer Representative, Stephane Lemieux for his service to Alberta drivers and the AIRB.

The AIRB's Board Members and staff look forward to continuing our mandate while supporting Catherine in her new role as Consumer Representative.

Should you have any questions relating to this Notice, please contact our office at 780-427-5428 or by email: [airb@gov.ab.ca](mailto:airb@gov.ab.ca).

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Laurie Balfour, MBA, CPA, CMA  
Executive Director