



**Ashley Curran – Associate Vice President of Community Investment –  
Canadian Tire Corporation (CTC)**

Ashley Curran is the Associate Vice President of Community Investment at Canadian Tire Corporation (CTC) within the Community and Partnerships team. She is responsible for overseeing the corporation’s social impact strategy and managing the brand and fundraising in support of Canadian Tire’s Jumpstart Charities.

Prior to joining The Tire in 2014, she worked for over a decade at award-winning boutique marketing communications agencies working with Fortune 500 brands in areas of corporate social responsibility, crisis management and brand building. She brings a holistic, 360-degree view to strategy - blending business objectives with social good to drive triple bottom line value (people, planet, profit). She holds an MBA in Sustainable Commerce from the University of Guelph’s Lang School of Business, a Post-secondary Diploma in Communications from Centennial College and a Bachelor of Arts (Double Major, English and History) from the University of Toronto.