



# Mark Hirschi

## CAM 2024

### Industry Leadership Award

The INDUSTRY LEADERSHIP AWARD honours a member of the moving industry who demonstrates leadership, not only paving the way for colleagues but also continuing to serve as an inspiration to them.

Mark Hirschi is a distinguished CEO, entrepreneur, and thought leader in the moving industry, with a career spanning nearly two decades. Since 2005, he has been instrumental in modernizing and expanding moving services in Canada through innovation, technology, and a customer-centric approach.

Mark began his journey in the moving industry by collaborating with Great Canadian Van Lines and its agents, where he played a pivotal role in unifying their brands and enhancing their online presence. This initiative set new standards for consistency and customer engagement within the industry.

In 2006, without any prior experience in moving services, Mark began working at Action Movers, and seeing how poor the treatment of employees and customers was, he purchased the company from the previous owner to build a reputable brand.

Demonstrating exceptional leadership and business acumen, he grew the company from a modest three-truck operation to a fleet of 14 trucks within five years. Remarkably, this growth occurred during the economic downturn of 2008, highlighting his ability to navigate challenging market conditions and drive sustainable business expansion.

In 2018, Mark acquired Salmon's Transfer in Richmond, British Columbia—a company with a rich history spanning over 110 years. Leveraging technology and innovative practices, he revitalized the company, achieving consistent annual growth and propelling it to new heights in the competitive moving industry.

Mark's passion for sharing knowledge and fostering community within the moving industry culminated in the creation of the Movified Podcast in 2023. As the founder and host, he provides a platform for business leaders and moving professionals to gain insights from industry experts. Through candid interviews and discussions, the podcast addresses key topics that help listeners grow their businesses and stay ahead of industry trends.

