

Rising Star Award Susan Collins 2022

Susan Collins is Vice-President, Business Development of PF Collins International Trade Solutions, a leading Canadian provider of integrated international trade and project logistics services. Established in 1921, PF Collins is a fourth-generation family business with branches in St. John's, Halifax, and Calgary.

In her over 15 years of experience, Susan has become a specialist in Canadian trade, project transportation, and overall logistics for the energy and offshore industries. After graduation from Memorial University, Susan held positions in materials management, project logistics, and corporate tax affairs with Trident Exploration and Pentagon Freight Services in Calgary for 7 years before returning to Newfoundland to work for PF Collins.

Susan's tenure with PF Collins has included roles in both the company's freight forwarding and import departments, where her innovative approach to problem-solving lent to opportunities for continuous improvement. Her performance and ability to effectively manage stakeholder relationships led to her promotion to Sales and Marketing Manager in 2010. With continued impressive results and unwavering dedication both to PF Collins and the province's energy industry, it was clear that Susan was critical to the company's continued and future success. In 2017, she joined PF Collins' senior leadership team as Vice President of Business Development, overseeing strategic planning, client services, contract management, and marketing and sales activities, and she continues to serve the company in this role today.

Through her work, Susan actively promotes the energy industry in Newfoundland and Labrador. She recognizes the importance and responsibility young leaders have as advocates for the industry and is proud to add her voice to it whether it's on local issues or global market opportunities. As a member of the St. John's Board of Trade Transportation Committee, Susan contributed to many policy discussions and advocated on a variety of issues including the improvement of transportation lanes in and out of Newfoundland and Labrador.

A tireless leader, committed to her work and the future of PF Collins, Susan still finds time for her community, and of course, her family. Since returning to St. John's, Susan has served in a number of volunteer capacities including: the Royal St. John's Regatta Committee since 2010 and Board Member from 2014-2018; current Chair of Special Olympics Newfoundland and Labrador and Board Member since 2013; and Board Member of Dr. H. Bliss Murphy Cancer Care Foundation from 2013-2018. In recognition of Susan's positive impact on her industry and community, she was named a recipient of the 2017 Aidan Maloney Award for Young Professionals by the Rotary Club St. John's Northwest.

A graduate from Memorial University's Bachelor of Commerce (Co-op) Degree program, Susan is also a CSCB Certified Customs Specialist, holds an Advanced Freight Forwarding

Certificate from CIFFA, and is a graduate of Queen's University Leadership Program and Seneca College's Immigration Consultant Program.

Outside of work and volunteering, Susan enjoys spending time with her partner, Armin, their daughters Carolina and Anika, and their dog Ellie.