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NAAA Promotes Tricia Heon to Chief Operating Officer

Promotion to new position recognizes expanding role and responsibilities



Tricia Heon

FREDERICK, Md.—The National Auto Auction Association (NAAA) is pleased to announce the promotion of Tricia Heon to the new position of Chief Operating Officer. She has been a valued part of the organization for eight years serving as Legislative Director and Operations Manager. The transition was effective as of Jan. 1.

The change reflects the expanding role of the 70-year-old trade organization as a voice for the vehicle remarketing industry, and the multiplying responsibilities of its administration to serve its growing membership. Founded in 1948, NAAA now represents more than 340 auction members and 130 associate members who comprise the leading remarketers of used vehicles and related auction services in the world.

“One of the many reasons we felt the need for the new position is our greater management requirements for daily operations,” explained NAAA Chief Executive Officer Frank Hackett. “We only have a handful of full-time staff

yet perform like an association several times that size, which demands effective day-to-day direction. Since joining the NAAA team in 2011, Tricia’s strong organizational and communication skills, along with her outstanding professionalism, industry knowledge and dedication, has demonstrated she is up to that task.”

He noted that the title was not only appropriate for Heon as her job of operations manager had already evolved to encompass much of the COO’s functions, but establishing the new position would prepare the association to handle additional work efficiently without increasing staff as it looks to the future. Plus it will allow him more time to focus on strategic planning as CEO.

During her eight years with NAAA, Heon has been responsible for the creation of its Political Action Committee, the annual Day On The Hill advocacy event in Washington, D.C., and the monitoring of federal and state regulations. She has also been instrumental in the development of projects and initiatives, such as the study to address the technician shortage and reports on the future of the industry, as well as planning meetings and programs.

Heon, who graduated from The University at Albany, New York, with a B.A. in Economics and Political Science and earned a Masters in Public Administration from Syracuse University's Maxwell School of Citizenship and Public Affairs, worked in local government as a budget analyst and as a consultant projecting the impact of the federal budget on various entities before coming to NAAA.

She will continue to serve as NAAA's legislative director in addition to her new duties of overseeing the staff and the daily operations of the association as COO.

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