



Helen Ashton

Vice President of People, Culture and Customer Experience
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Helen Ashton is the Vice President of People, Culture and Customer Experience at Grand & Toy, where she leads the organization's strategic initiatives to foster an engaged, inclusive, and high-performing workforce and as of recently a transformation of the customer experience. With a strong background in human resources, leadership and organizational development, Helen focuses on shaping an associate experience that supports belonging and employee well-being, which in turn translated into an exceptional customer experience and drives business growth. In her role, Helen drives programs that align with Grand & Toy's values, emphasizing employee engagement, diversity, inclusion and belonging, leadership development, and talent management. She collaborates closely with leadership teams to create and implement forward-thinking policies that delight Grand & Toy's customers and enhance the employee experience, driving retention of both customers and associates. Helen's expertise includes developing robust frameworks for people-centric journeys and experiences, performance management, employee relations, and health and wellness initiatives. She is known for her strategic insight, business acumen and ability to inspire a culture of continuous improvement, resilience, and productivity. Her dedication to cultivating a supportive and collaborative workplace environment makes her a trusted leader in advancing Grand & Toy's commitment to being an employer and supplier of choice. Helen holds advanced certifications in HR management, demonstrating her commitment to professional excellence and her ongoing dedication to the evolving field of people and culture.