

Sylvia Silveira Honored with the 2023 Wendy B. McDonald Woman of the Year Award



For Sylvia Silveira of NTN Bearing Corp. of Canada Ltd., being a woman in a male-dominated industry has not been as difficult as many may think. Sylvia has been granted many opportunities to stretch and grow her knowledge and skills, and she will be the first to tell you how she has felt welcomed from the beginning and has received nothing but encouragement throughout her journey.

“Believe in what you do, trust your instincts and work hard so it pays off. Don’t be afraid to take on new tasks because if you put in the effort, you will shine. Prove that you can do it.” While Silveira says that’s advice she would give her younger self, it still rings true today. She’s dedicated to her craft and confident in her contributions—whether it’s communicating accurate and timely data or sharing her opinion with her team and leadership.

Silveira began her human resources career in the printing industry where she worked for 12 years before moving over to the PT/MC industry. During her 13-year tenure at NTN, she has steadily climbed the ranks from HR manager to her appointment as VP of Human Resources & Operations in April 2018. She leads NTN Canada as a best-in-class employer by overseeing HR and labor relations practices.

Silveira prides herself on the high retention rate of NTN Canada’s employees. Watching them advance in their careers and their commitment to NTN is incredibly rewarding for Sylvia. “Career development and company culture are a huge aspect in employee retention,” she shares.

That’s not just lip service for Silveira. In the last year alone, she implemented a range of employee engagement



PTDA Foundation President Bill Moore presents Sylvia Silveira with the 2023 Wendy B. McDonald Woman of the Year Award at the Industry Summit.

strategies that were pivotal in improving the overall success of NTN Canada’s business. She led the development of a recruitment strategy to attract and retain top talent for inside sales roles. The program resulted in 95% achievement of recruitment goals with its success attributed to the development of hybrid remote roles.

Silveria’s enthusiasm for the PT/MC industry is also reflected in her volunteer work on the PT WORK Force® Education, Research and Knowledge Committee. She’s also passionate in her continual quest to develop the knowledge and experience of her employees through mentoring, making Silveira a sought-out colleague. Her team at NTN Canada raves, “As the face of operational excellence at NTN,

Sylvia is the epitome of skill, kindness and customer service, a consummate professional who makes current staff, potential employees and industry partners feel comfortable and a key part of the team at NTN.”

Year over year, more and more women are joining this industry. Silveira’s advice for them is simple: be strong, be fair and be consistent. “If you are not intimidated, this is a fun industry of which to be a part. Everyone respects what you bring to the table and the networking and relationship building offered through PTDA events has been instrumental in my career.” ■

You may contact and congratulate Sylvia at ssilveira@ntn.ca.