

## 2018 Young Woman of Distinction: **Melissa Bradley**

As the Chief Financial Officer for Snell Companies, Melissa Bradley oversees daily operations and accounting for the company's Buick/GMC/Cadillac dealership, Snell Powersports & Equipment (Snell PSE), and Snell Auto Wash. But beyond her CFO role is where Bradley has made strides for the organization and earned the respect of colleagues and industry notables alike.

As a graduate of the National Auto Dealers Association's Dealer Academy in Washington D.C., she has the skills and experience to run any department within a dealership, and she's had to put those skills to the test over the last 7 years. Bradley has assumed different roles and responsibilities while she has been with Snell. In general, she's been hands-on with all aspects of the business.

In 2016, Bradley was honored as a recipient of the Minneapolis-St. Paul Business Journal's "CFO of the Year" for Medium Private Companies.

Family, friends and colleagues agree, Bradley is loyal, relatable, and trusted. Not only does she set goals, but she also takes action to achieve them; once achieved, they're celebrated. And it's those "wins" - big or small - that keep Bradley motivated and inspired to do more. She ultimately cares about the employees, ensuring they feel involved, appreciated and supported.

Outside of Snell, Bradley is an advocate for automotive dealer issues in legislation at the state and federal level; she is a member of the Women in the Auto Industry Club; and she is involved in several Mankato-area nonprofits, but is very passionate about the Greater Mankato Area United Way. Melissa and her husband Spenser enjoy traveling, going to the lake and spoiling their dog, Blarney.