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ABB appoints Sandra Pedro as Director, Sales & Marketing, Utility Market, Electrification, Canada

ABB's Electrification business area announces the appointment of Sandra Pedro to the newly created role of Director, Sales and Marketing for the Utility Market, Electrification, Canada. Pedro joins ABB from Electro-Federation Canada (EFC), a national, not-for-profit industry association, where she was responsible for the strategic management of members and corporate partnerships. Prior to EFC, she spent over 20 years at Schneider Electric in various positions, including Director of Global Offer Management, Global Digital Energy Division. Sandra studied at Queen's University, Kingston, Ontario, where she obtained a Bachelor of Science (BSc Eng) degree in Mechanical Engineering.

As a member of the Canadian Electrification leadership team, Pedro's extensive knowledge and experience in the utility market led her to driving business and sales growth in past roles. Coupled with active involvement in the Canadian Electricity Association's (CEA) metering group and CIGRE's committees and Measurement Canada Task Groups, she spent time engaging with several Canadian utilities.

Building on ABB's existing base, Pedro will define and lead an integrated marketing and sales strategy that brings together the complete range of ABB Electrification's product and service solutions for the utility market and focuses on delivering value for utility customers.

"Sandra will leverage her strong business development background to implement a highly effective go-to market sales and marketing strategy for the Utility market – helping deepen customer relationships, reinforce the customer experience journey and satisfaction, and improve market penetration for ABB Electrification in Canada. As ABB continues to broaden our electrification solutions to meet growing energy demand across the country, Sandra will play an instrumental role in delivering value for our utility partners," says Rob, MacPherson, Commercial Director, Electrification business area, ABB Canada.

ABB is a technology leader in electrification and automation, enabling a more sustainable and resource-efficient future. The company's solutions connect engineering know-how and software to optimize how things are manufactured, moved, powered and operated. Building on more than 140 years of excellence, ABB's ~105,000 employees are committed to driving innovations that accelerate industrial transformation. www.abb.com

Electrification: Electrifying the world in a safe, smart and sustainable way, ABB Electrification is a global technology leader in electrical distribution and management from source to socket. As the world's demand for electricity grows, our 50,000+ employees across 100 countries collaborate with customers and partners to transform how people connect, live and work. We develop innovative products, solutions and digital technologies that enable energy efficiency and a low carbon society across all sectors. By applying global scale with local expertise, we shape and support global trends, deliver excellence for customers and power a sustainable future for society. go.abb/electrification

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For more information please contact:

Media Relations

Phone : +1 514-348-4452

Email : CA-media.relations@abb.com