



Appointment

Ms. Amelie Cyr-Lapointe
Director of Marketing



August 2nd, 2022

Nedco/Rexel Atlantic is pleased to announce the appointment of Ms. Amelie Cyr-Lapointe as Director of Marketing effective September 1st, 2022.

In the role, she will provide leadership to the marketing departments as we execute various online/offline marketing and communication strategies designed to increase our customer base and profitably grow our market share. Amelie joins us from the Westburne banner where she was the National Marketing Manager. Amelie joined Rexel Canada in 2015 and has progressed through different marketing roles where she implemented programs around customer acquisition and retention.

Amelie holds a Bachelor's Degree from the Université du Québec à Montréal and a Specialized Graduate Diploma in Communication & Marketing from École des Hautes Études Commerciales (HEC), University of Montreal.

Join me in congratulating Amelie on her new role, welcoming her to the Nedco/Rexel Atlantic family. In addition, providing your support to her success. We look forward to her contribution as we build out our product and services offering.

Adrian Trotman, P.Eng.
Vice-President, Nedco & Rexel Atlantic