



## **Michelle Zeiger Appointed Director of Project Sales, GTA**

We are thrilled to welcome Michelle Zeiger to the Robertson Electric Wholesale family as the Director of Project Sales within the GTA, starting February 1, 2024.

Michelle brings a wealth of experience to her new role, having previously worked at Independent Electric Supply and Beluce Canada Inc. (formerly Beghelli). She holds a degree from York University and is well-equipped to oversee Lighting and Distribution quotations, as well as coordinate our head office projects.

Michelle's primary objectives in this newly created position include driving growth in our Head-Office project sales, fostering synergy within our project quotation teams, and collaborating closely with our Vaughan Sales teams to elevate our project business to new heights.

Please join us in extending a warm welcome to Michelle as she joins our team. We are confident that her expertise and dedication will make a powerful addition to our organization.