



# Information Bulletin

## Organizational Chart of the Procurement and Merchandising Division

To all agents and suppliers

---

### Reorganization

Daniel Simard, Vice-President of Procurement and Merchandising, would like to inform you of several changes that have been made to the Division's organizational chart.

The organizational structure of the Procurement and Merchandising Division has been reviewed in order to ensure efficient management of the various projects aimed at allowing the Division to achieve its objectives and to bring its actions into alignment with the SAQ's priorities. Here are the details:

- The departments involved in the operational management of products are now grouped under a single senior direction entitled *Product Management*, which will be headed by Luc Primeau. This direction will include the following departments:
  - Administration and Operations: Ghislaine Yergeau and Marc-André Geoffroy and their teams;
  - Quality Management: Guylaine Trudeau and her team;
  - Laboratory: Judit Vass and her team;
  - Merchandising: Denis Chayer and his team.
- Customer Development and *Les Connaisseurs* (André Caron and his team) will join the Marketing under the senior direction of Chantal St-Pierre.
- Benoit Beaudet will head the category management project, with the help of Sylvie Delisle, Category Manager, who will join his team.

These changes take effect immediately.

For further details, please refer to the updated [organizational chart](#).

For more information, please contact the  
**Service d'Assistance aux Relations d'Affaires**  
(Business Relations Assistance Service)  
by email, at [sara@saq.qc.ca](mailto:sara@saq.qc.ca), or by phone, at 514-254-2711.