



Information Bulletin

Procurement and Merchandising Division

To all agents and suppliers

Managerial Appointments and Internal Reorganization

In January, we informed you of the creation of four manager's positions in Merchandising with the goal of developing and implementing category management strategies and plans. Here are the managers who will be in place as of mid-May:

- **Michelle Coutu** – Spirits and Seasonal Products (rosés, ready-to-drinks, beers, aperitifs, sparkling wines, champagnes and ports)
Background: Nearly 15 years' experience in the media business, including several years at Groupe Hachette, where she developed innovative merchandising strategies. She also worked in direct and social marketing for national and international organizations.
- **Stéphane Le Coënt** – French Wines
Background: A member of the SAQ team since 2007, Stéphane has 13 years' experience in category management and planography. He has worked as a manager for large corporations, including Ronzoni Foods Canada and Sara Lee & Tea France.
- **Annyse Marcoux** – Italian, Spanish and Portuguese Wines
Background: Has 17 years' experience as a category/merchandising manager for several retailers in Quebec and Ontario, including Costco, Loblaw, Métro, Jean Coutu, Trudeau and Renaud-Bray. Her career has led her to work on a large number of categories in various types of networks, both corporate and franchise.
- **Sylvie Delisle** – New World Wines
Background: Working at the SAQ since 2009 as a category management project manager, Sylvie has more than 20 years' experience in category management, strategic planning and business development in the Quebec and Ontario food industry, most notably at Provigo, Métro and Old Dutch Foods.

To ensure the continuity of the category management project, **Sylvie Delisle** will take over from Benoit Beaudet as the project's business pilot for the next year. Her mandate will be to oversee implementation of the project's next stages with the Merchandising teams. She will also be responsible for the continuity of the project's deployment in outlets. After a transition period, which will last until the end May, Benoit Beaudet will devote himself entirely to specialty products and Signature Services.

Julie Martel (temporarily replacing Sylvie Delisle) – New World Wines

Background: At the SAQ since 2007, Julie has nearly ten years' experience in category management as well as in merchandising strategy development and communication. Before joining the SAQ, she worked at Provigo and Hudon et Deaudelin.

The vacant analyst and technician positions are currently in the process of being filled. Patrick Lalonde and Pierre Lauzon remain in their respective positions as merchandising analysts. Assignment of their portfolio will be determined in a timely manner, once all the positions have been filled.



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Internal reorganization

To increase the efficiency of our work teams, our structure has been reviewed and the following changes made:

- The **Administration and Operations Department** will report directly to Daniel Simard. Ghislaine Yergeau has been appointed Director effective immediately. The manager position that has become vacant as a result will be filled at a later date.
- The **Space Management Department** (formerly Planograms), headed by Denis Chayer, will report to Retail Execution under Gene Magnan effective June 30, 2011.
- Luc Primeau retains the following duties:
 - Management of the Laboratory and of Quality Management
 - Business pilot for the PIM (product information management) project
 - In charge of the supplier performance projectsLuc is also assuming responsibility for guidance relating to technology developments for the Category Management Project.
- The position of **Manager – Promotional Programs** has been given to Nicolas Mimouni, following the appointment of Martin De Lottinville as Manager – Merchandising – Signature and Specialty Products.
- Following Gene's appointment as Director, Retail Execution, we announce the appointments of Nicolas Farah-Lajoie and Christopher Lake as **In-store Managers, Regular Product Merchandising, Retail Execution Department**. For **specialty products**, a **Wine Merchandising Advisor** position has been created. This position will be filled by Alexandre Bouchard. The main duties of these three persons will be to advise and support outlet managers and their teams in executing commercial strategies in order to help improve the in-store customer experience.

We are sure you join us in wishing every success to all these persons in carrying out their new duties.

For more information, please contact
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