



# Information Bulletin

## Procurement and Merchandising Division

To all agents and suppliers

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### Restructuring at Marketing

Daniel Simard, Vice-President, Procurement and Merchandising, has announced several changes to the division's organization chart, specifically in Marketing. These changes are designed to allow us to develop orientations and strategies that will keep us on the leading edge of market trends and developments.

To better take on these many challenges, a new group has been created, namely Strategic Marketing Development. Chantal St-Pierre, director, will be responsible for, among other things, developing strategies related to the changing customer experience and relational marketing, to the evolution of store and SAQ banner concepts and to customer mobility (iPhone) and marketing research.

The following departments will be under her direction: Customer Experience Improvement (Dominique Bérubé), SAQ.com Development (Ève Larrivée), Customer Development (André Caron) and the specialized analysts in Marketing Research (Nancy Bénard) and Relational Marketing (Laurent Bourreau).

Sandrine Bourlet and Michel-André St-Jean, both Directors, Communications/Marketing, will now report to Daniel Simard, Vice-President, Procurement and Merchandising.

Lastly, to increase synergy with our category management strategies, the Promotional Programs Department will be transferred to Merchandising – Regular Products. Martin De Lottinville, Manager, will now report to Nathalie Carrière, Director, Merchandising – Regular Products.

These changes are in effect since October 21, 2010.

For more information, please contact  
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