

Structural Changes Within The Food SBU

L.V. Lomas is very excited to announce that the Food SBU will be moving into a Category Sales Approach within the Canadian market. As Lomas continues to grow with new product lines and define new growth strategies for their business, there comes a time when change is needed to propel aggressive growth and success. This approach will allow their Sales Reps to specialize in specific markets with specific ingredients - to become the industry technical expert for their customers and Principals. It is intended to drive focus and build on their already well respected reputation in the current market while driving home increased revenue and margins.

With this change, comes the need to re-align their existing structure. Lomas is very proud and excited to promote two long standing Food SBU Sales Reps into the new position of Category Manager. Emilie Pharand will be promoted to Category Manager - Prepared Foods, FBC & Meat and Gail Ferrazzi will be promoted to Category Manager - Bakery, Dairy & Specialties. Both Emilie and Gail will take on their new roles effective June 1st. They will have the responsibility for developing the Category Management approach, as well as continuing to sell into roughly 30 accounts each. Gail will directly manage the Food Sales Reps in Ontario, while Emilie will directly manage East and West coast Canadian Sales Reps.

L.V. Lomas wishes them every success in their new roles.