



**Southwire**<sup>®</sup>  
C A N A D A

## ▶ SOUTHWIRE CANADA

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### Special Announcement

We're listening. We're making changes to improve your customer experience with Southwire Canada - changes to improve accessibility, accuracy, consistency, reliability, responsiveness and timeliness every time you interact with our company.

We recently announced multiple process and organization changes to the Southwire Canada team to drive these improvements.

## ▶ CUSTOMER EXPERIENCE

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Inside Sales, Logistics and SAP

Our primary goal is to help grow our customers' businesses profitably by offering the right products to meet their needs. Step #1, and, most importantly, based on your feedback, is making it easier to do business with Southwire Canada. We are improving all Customer Experience functions.

**Maureen Russolo** joins our team as Vice President, Customer Experience to lead improvement efforts.

Maureen has more than 20 years of expertise in customer experience management. She led customer experience improvement efforts with Union Gas. She then managed Green Shield Canada's national customer service operations, a team that handled all aspects of customer relationship management. Maureen will lead our Account Management, SAP and Supply Chain teams to help ensure that you get your products on time.

## ▶ SALES CHANNELS

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Electrical Distributor, Utility, Retail, OEM, Industrial & Wholesale

Step #2 is unifying our Sales organization to better align with our customers' needs.

**Jim Rotz** joins our team as Vice President, Sales. Jim is an executive with 36 years of experience in the Canadian Electrical, Commercial, Industrial and Retail channels. He has held leadership positions with Fortune 500 companies, including General Electric, United Technologies and Newell Brands. He is a former EFC Board member and a former executive member of the EFC National Advisory Council.

Jim's leadership team includes:

- **Rene Roy, VP, PSS Sales - Canada**  
rene.roy@southwire.com - 514-245-2101
- **Patricia Quiroga, VP, Distribution Sales - Canada**  
patricia.quiroga@southwire.com - 604-377-9534
- **Lee Hooper, VP, Retail Sales - Canada**  
lee.hooper@southwire.com - 647-268-3345
- **Sion Rainham, Director of Wholesale, Tools and Assembled Products**  
sion.rainham@southwire.com - 416-523-5739

## ▶ **MARKETING AND BUSINESS DEVELOPMENT**

Marketing Communications, Sales Support, Market Research

Step #3 is driving more business to our customers by increasing Southwire Canada's brand and product awareness. To support these efforts, we are strengthening our Marketing and Business Development organization.

**Rob Farrell** joins our team as Vice President of Marketing and Business Development. Rob is an experienced Marketing and Sales executive with more than 25 years of involvement in the Canadian electrical products manufacturing industry at Eaton Corporation. He has held leadership positions in operations, sales and marketing and has broad experience in customer-facing functions.

Our new team members start Monday, September 25.

Along with these organizational changes, we are making changes to the processes and systems required to improve all aspects of your customer experience. Our customers will start to experience these changes in the coming weeks and months.

We welcome your comments related to these changes and encourage you to share your suggestions for ongoing improvements.