



**TO:** All Liquor Agents, Suppliers, Marketing Representatives, and Local Manufacturers

**FROM:** Brad Fulham, Director, Supply Chain

**DATE:** October 29, 2021

**RE:** **Supply Chain Leadership Realignment**

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I am pleased to announce the following organizational changes to the Supply Chain leadership team and the Category Management team, effective November 1, 2021:

- **Jeff Wiebe** will transition to Manager, Supply Chain Systems and Processes, replacing Mark Ogg. Jeff's new role will have a primary focus on the management and ongoing enhancement of liquor operations' core ERP system, JD Edwards, as well as other supply chain projects and initiatives.
- **Laurie Kennedy** will assume a new role as Manager, Logistics and Supply Chain Development, replacing Jeff Wiebe. This role will be focusing on planning, coordinating, and directing all transportation, product quality control and home delivery activities.
- **Mark Ogg** will move to a new role as Manager, Product Administration and Pricing Development replacing Laurie Kennedy. Mark will focus on the overall management of all master data related to products in MBL and private distribution including item setups, pricing, and the Liquor Contact Centre.
- **Derek Horner** (Manager, Forecasting & Replenishment), **Paul Halayko** (Manager, Core Merchandising) and **Rob Hagborg** (Manager, Distribution Centre) will all remain in their current roles.

In addition to the above changes, Category Management will be realigning the areas of responsibility for the category managers. We would like to welcome Kristin Marcynuk back to the team from parental leave.

- **Kristin Marcynuk** will take over responsibility for table wine, including ice wine and dealcoholized wine.
- **Wayne Nevraumont** will remain responsible for fruit, flavoured, sparkling, and fortified wines as well as take on the responsibility for refreshment beverages.
- **Margaret Cunha** will remain responsible for beer, dealcoholized beer and non-liquor items as well as take on responsibility for liqueurs and the impulse lane assortment.
- **Andrea Montanino** will remain responsible for spirits excluding liqueurs.

Please join me in wishing the Supply Chain leadership team and the Category Management team continued success with their new responsibilities.



