



Groupe Lacasse Canadian Sales Team

Appointment of Meghan Samonas - New Territory Manager for the Greater Toronto Area (GTA)

FOR IMMEDIATE RELEASE

Saint-Pie, Québec (September 25th, 2023) – Groupe Lacasse is very excited to announce an important addition in a key sales position: Effective Monday, September 25th, Meghan Samonas will officially join Groupe Lacasse as Territory Manager for the Greater Toronto Area (GTA).

Meaghan is a motivated sales professional with a background in design and 18 years' experience in the commercial design industry, inspired by her passion for sustainability and wellness in the built environment.

Throughout her professional journey, she has predominantly occupied creative sales positions, with a strong emphasis on the A&D Community, including a decade dedicated to the furniture industry. Says Meaghan, "I'm excited to get back to my furniture roots and join a fantastic Canadian company. I am eager to explore mutual opportunities with our dealer partners and look forward to co-creating smart solutions." Meaghan's approach centers on collaboration, ensuring that products align seamlessly with end user needs and provide impactful results.

Outside of work, Meghan is actively involved in causes close to her heart, such as Cystic Fibrosis Canada, allowing her to fulfill a commitment to making a positive difference in the community abroad. During weekends, you'll find her pursuing various activities: spending quality time with her husband and two young boys, practicing yoga, redecorating, exploring new travel destinations, or simply enjoying a glass of wine on her deck.

"I am thrilled to embark on this new journey with Groupe Lacasse and look forward to all the exciting work and accomplishments ahead!", says Meaghan. We are particularly excited to have this level of experience and professionalism join the Groupe Lacasse Team. It well positions us to capture even greater market share in the highly competitive Ontario marketplace.



ABOUT GROUPE LACASSE

Founded in 1956, Groupe Lacasse is a North American leader in the design, manufacture and service of a wide range of high quality furniture for all types of business and institutional environments. Headquartered in Saint-Pie, Quebec, Canada, the company employs more than 600 members in its Canadian and U.S. facilities.

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