

August 30, 2018

Sir,  
Madam,

### **Notice of Appointment**

This is a pleasure for Isofoam Group to announce the addition of Ms. Dianne Smith to its Ontario Sales team. She joined the company in Spring 2018.

Starting in the Building material industry over 30 years ago, Dianne has developed strengths throughout those years as a territory sales manager for organizations such as Bonneville Windows, Laflamme Doors and Windows and Neos Gordonply (division of Richelieu). Prior to her time on the road as a sales professional, Dianne gathered experience in the building material industry acting as a Purchaser and Inventory Controller. She is recognized for her ability in negotiation, retail sales and to the importance she pays to valued customer satisfaction and relationship building.

In her new position, Dianne is responsible for sales and business development of Isofoam's rigid insulation products and solutions for Eastern Ontario. Based in Northumberland region, she is responsible for visiting the company dealers, distributors and contractors, as well as developing new customer relationships to increase sales and brand awareness in her territory. Acting as our customers' and prospects' representative at Isofoam, Dianne is also dedicated to strengthening relationships through the various events Isofoam participates to, such as trade shows and product knowledge trainings

In this constantly evolving industry, Isofoam is convinced that excellent customer service is more than ever a key factor of lasting success; a belief that is naturally shared by Dianne. As Vice-President of Sales at Isofoam, our team joins me in wishing her great success in her new position.

To join Dianne Smith  
[dsmith@isolofoam.com](mailto:dsmith@isolofoam.com)  
437-580-0252

Sincerely,



Gilles Lemay  
Vice-President Sales

