



# PIERRE-MARC LAFOREST VICE-PRESIDENT, CANADIAN SALES MOM-MATERNE MONT-BLANC



A seasoned executive with years of experience in the food industry, Pierre-Marc Laforest thrives on the challenges of launching new products, marketing and promotion.

It is therefore hardly surprising that he has agreed to assume the leadership of the Canadian division of the MOM-Materne Mont-Blanc Group. As Vice-President, Canadian Sales, he will be responsible for developing the company's flagship brand, GoGo squeeZ, and expanding its Canada-wide distribution network.

His extensive knowledge of the Quebec and Canadian markets, coupled with his expertise in the sale and distribution of beverages (PepsiCo, Labatt, Jones Soda Co.), fresh dairy products (Danone), and beauty products (L'Oréal Canada), make Pierre-Marc Laforest the ideal person to ensure the commercial success of a product whose sales have exceeded all expectations in the United States, France, and all of Europe.

Pierre-Marc Laforest has assiduously acquired the tools to leverage his innate talent for sales and marketing, including a Bachelor's degree in Marketing and International Business from HEC Montréal.

A Laval native, Pierre-Marc Laforest has lived in Toronto for nearly a decade with his wife Mary and their son Alexander.

