

Eliza Vrbanac Named Managing Director of Endress+Hauser Canada – A New Chapter of Growth and Innovation

BURLINGTON, ON – For Eliza Vrbanac, stepping into the role of Managing Director at Endress+Hauser Canada marks several historic firsts: the first woman and the first internal nominee to lead the Canadian organization in its 35-year history. Her appointment highlights Endress+Hauser's ongoing commitment to recognizing and promoting internal talent to leadership positions.

"We're evolving what leadership means," says Vrbanac. "I'm proud to show that a Managing Director can come from any function within the organization. My journey started in project management, and that diversity of experience is beneficial in understanding the workings of our organization and customer needs."

Eliza officially took the helm on January 1, succeeding Anthony Varga, who oversaw a decade of major market and facilities expansion in Canada for the family-owned global leader in process and laboratory measurement technology.

"Under Tony's leadership, the company achieved 2.5 times growth in the market. He oversaw the construction of a new Canadian Headquarters in Burlington, Ontario, and expanded a robust network of Representatives and Authorized Service Providers. This network has enabled us to deliver exceptional sales, service, and support to our valued customers from coast to coast," says Vrbanac. "He nurtured an inclusive culture where people are empowered to grow in their roles and aspire to reach beyond them, which has made this a great company to join and a great foundation for a career."

Her own story is equally compelling. As a teenager, passionate about math and science, Eliza was once steered toward teaching—until a visit from McMaster University's engineering faculty opened the door to a groundbreaking double-degree program in chemical and bioengineering. After early experience in project management, she joined Endress+Hauser Canada in 2008 as its first project manager, later earning her PMP certification and leading the construction of the company's \$30 million Net Zero Energy, Net Zero Carbon and LEED Gold-certified headquarters. Over the last 18 years, she has held roles in service, quality, business excellence, strategic accounts, and operations.

Looking ahead, Eliza sees digitalization and AI as catalysts for transformation—not disruption. "We're approaching this with optimism," she says. "Where workflows can be streamlined or automated, the employees impacted won't be let go, but rather upskilled or re-directed to help customers leverage Endress+Hauser's digital and AI solutions. Customers will need more support than ever, and we're ready to help them unlock the full potential of our AI-enabled products and productivity tools like Microsoft Copilot."

With deep roots in oil & gas, food & beverage, mining, chemical, power and energy as well as water/wastewater, Endress+Hauser Canada is poised for further growth—especially with the addition of SICK gas analyzer and flow measurement technologies, opening new opportunities in natural gas and emerging sectors like data centres.

Vrbanac's appointment builds on Endress+Hauser Canada's commitment to innovation, sustainability, and to helping the process sector seize the unprecedented opportunities presented by new technologies in the Canadian Market.

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About Endress+Hauser

Endress+Hauser is a global leader in measurement instrumentation, services and solutions for industrial process engineering. Our products – sensors, instruments, systems and services for level, flow, pressure and temperature measurement as well as analytics and data acquisition – set standards in quality and technology. The company further supports its customers with automation engineering, logistics and IT services and solutions. Founded in 1953 by Georg H Endress and Ludwig Hauser, the Endress+Hauser Group has been solely owned by the Endress family since 1975. Today, the Group is managed and coordinated by a holding company based in Reinach, Switzerland, employing 17,046 personnel across the globe at year end. In 2024, the Group generated net sales of 3.744 euros (C\$5.80 billion). Endress+Hauser's production centres in 12 countries meet customers' needs and requirements quickly and effectively, while its dedicated sales centres and strong partner network guarantee competent worldwide support.

Press Photo: (.jpg)

Caption: On January 1, Eliza Vrbanac (R) officially succeeded the retiring Anthony Varga as Managing Director of Endress+Hauser Canada.

For inquiries

Amani Loukou
Marketing & Communications Specialist
Endress+Hauser Canada Ltd.
1244 International Blvd.
Burlington, ON L7L 0K2
Phone: +1 905 220 5213
Amani.loukou@endress.com