



LEADERSHIP ANNOUNCEMENT

Nicolas Pinard

Appointed General Manager, Westburne Quebec

Westburne is pleased to announce the appointment of Nicolas Pinard as General Manager of the Westburne Quebec Division, effective April 6, 2026. As Westburne marks its 100th anniversary this year, this appointment reflects the strength of our internal talent pipeline and our continued commitment to building the leadership team that will carry this organization confidently into its next century of growth.

15 YEARS. ONE COMPANY.

Since joining Westburne in 2009 as a Sales Representative, Nicolas has progressed through every level of the business, from Branch Manager to Sales Director to Regional Director. His journey reflects a rare combination of frontline credibility and strategic capability, earning the trust of customers and partners across Quebec at every step.

THE NUMBERS BEHIND THE APPOINTMENT

Nicolas doubled the region's sales, built strategic relationships with key partners, and brought the talent into the organization needed to sustain that growth. His approach is analytical, his execution disciplined, and his commitment to customer service excellence evident at every level of the business he has led.

“Nicolas represents exactly the kind of leader Westburne develops from within. His track record speaks for itself, and his vision for Quebec aligns with where we are taking this organization.”

Anshul Mathur | President, Westburne Canada

LEADING WESTBURNES FASTEST-GROWING DIVISION

Nicolas takes the helm of a division on the rise, with a mandate to accelerate growth, deepen customer relationships, and continue developing the talent within the organization. His operational expertise and deep understanding of the Quebec market position him for immediate and lasting impact. This appointment signals Westburne's long-term commitment to this market and to the people who serve it.

“Work builds strength, teamwork creates success.”

Nicolas Pinard | General Manager, Westburne Quebec

Please join us in congratulating Nicolas on this well-deserved appointment.

About Westburne

Westburne is Canada's leading distributor of electrical products, energy solutions, lighting, automation, wire and cable, and connected network solutions. A proud member of the Rexel Group, Westburne is proudly celebrating 100 years of serving Canadian contractors, businesses, and industries across more than 100 locations nationwide.



ANNONCE DE LEADERSHIP

Nicolas Pinard

Nomme Directeur general, Westburne Quebec

Westburne est heureux d'annoncer la nomination de Nicolas Pinard au poste de Directeur general de la division Westburne Quebec, en vigueur le 6 avril 2026. Alors que Westburne celebre son 100e anniversaire cette annee, cette nomination illustre le type d'organisation que nous sommes et les leaders que nous forçons de l'interieur.

15 ANS. UNE SEULE ENTREPRISE.

Depuis son arrivee en 2009 comme representant des ventes, Nicolas a progresse a chaque niveau de l'organisation, de directeur de succursale a directeur des ventes, puis directeur regional. Son parcours reflète une combinaison rare de credibilite terrain et de capacite strategique, ayant gagne la confiance des clients et partenaires du Quebec a chaque etape.

LES CHIFFRES DERRIERE LA NOMINATION

Nicolas a double les ventes de la region, bati des relations strategiques avec des partenaires cles et attire les talents necessaires pour soutenir cette croissance. Son approche analytique, son execution disciplinee et son engagement envers l'excellence du service sont visibles a chaque niveau de l'entreprise qu'il a dirigee.

“Nicolas represente exactement le type de leader que Westburne developpe de l'interieur. Son bilan parle de lui-meme, et sa vision pour le Quebec s'aligne avec la direction que nous donnons a cette organisation”

Anshul Mathur | President, Westburne Canada

DIRIGER LA DIVISION A LA CROISSANCE LA PLUS RAPIDE

Nicolas prend la tete d'une division en plein essor, avec le mandat d'accelerer la croissance, d'approfondir les relations clients et de continuer a developper les talents. Son expertise operationnelle et sa connaissance du marche quebecois le positionnent pour un impact immediat et durable. Cette nomination confirme l'engagement a long terme de Westburne envers ce marche.

“Le travail cree la force, l'équipe cree le succès.

Nicolas Pinard | General Manager, Westburne Quebec

s vous invitons a feliciter Nicolas pour cette nomination bien meritee.

A PROPOS DE WESTBURNE

Westburne est le principal distributeur canadien de produits electriques, de solutions energetiques, d'eclairage, d'automatisation, de fils et cables et de solutions de reseaux connectes. Fier membre du Groupe Rexel, Westburne celebre fierement 100 ans au service des entrepreneurs, entreprises et industries canadiens dans plus de 100 succursales a travers le pays.