

THE MASTER GROUP WELCOMES **CHANTAL DE LA ROCHELLE** **AS VICE PRESIDENT HUMAN RESOURCES**

Boucherville, February 14, 2022 - The Master Group is pleased to welcome **Chantal de la Rochelle** who has joined the team as **Vice President Human Resources**.

A Strategic Human Resources and Organizational Development Executive with strong leadership skills and a proven track record of achieving results in diverse and rapidly changing organizations, Chantal joins us from Sid Lee where she was Chief Talent Officer since 2018, following a long career of 17 years at Bombardier.

"As we continue to focus on a sustainable culture that attracts, retains and develops the best team, and as we execute our vision through our team members, it is the right time for us to place the ownership of the overall development and capability goals of our company with a dedicated member of our senior leadership team" said Neil McDougall, President, The Master Group. "Chantal will also act as the executive champion in identifying ways to support our mission and execute our vision through a focused and strategic approach to talent management and leadership development. I wish her the warmest of welcomes to our team."

Chantal brings to Master her success in fast-paced and diverse organizations and her experience developing multidisciplinary and multi-cultural teams globally.



*Chantal
de la Rochelle*

"I am truly excited to be joining The Master Group; not only have they experienced impressive growth over the last several years, they have a clear and ambitious growth plan for the future," said Chantal. "Throughout my entire career, I have been committed to helping individuals, teams, and organizations mobilize to unlock their full potential and build a workplace where everyone feels a sense of belonging, where the diversity of each person leads to the enduring success of the company as a whole. The Master Group is providing me with an amazing opportunity to work with colleagues, employees, partners and customers who are inspired to go one step further and reimagine what is possible. It is a privilege for me to step up to this challenge and to join Master's very talented human resource team."

ABOUT THE MASTER GROUP

A leader in the heating, ventilation, air conditioning and refrigeration industry, celebrating 70 years in business in March 2022, and named one of Canada's Best Managed Companies since 2010, The Master Group is Canada's largest privately held HVAC-R distributor. Today, the company employs 1,300 dynamic and dedicated team members in Canada and the United States who serve the industry from 55 coast to coast branches and 4 distribution centres in Canada and as of December 2021, through the Value Added Distributors banner in 19 branches across 6 states in the Eastern United States. For more information, visit www.master.ca or follow us on LinkedIn at [linkedin.com/company/themastergroup](https://www.linkedin.com/company/themastergroup).

NATHALIE LAJOIE
Communications and Marketing Director
(514) 527-2301
nlajoie@master.ca