



**PRESS RELEASE**  
For immediate release

### JEAN-FRANÇOIS BARIL APPOINTED VICE PRESIDENT OF SALES

**Saint-Jean-sur-Richelieu, September 30, 2019** — Alain Poirier, President of Soleno, is pleased to announce the appointment of Jean-François Baril as Vice President of Sales.

*"We have made organizational changes within the Soleno sales department",* explains Alain Poirier. Supported by David Hamel, Vice President, Strategic Alliances, Jean-François Baril will be responsible of developing the sales department within the company.

Graduate of the University of Quebec in Trois-Rivières where he obtained a baccalaureate in business administration, specialization in international marketing, Jean-François Baril cumulates more than 20 years of professional experience in sales and marketing. Having excellent knowledge of the construction industry, he began his career as a business development advisor for the l'Association des professionnels de la construction et de l'habitation du Québec. He later on served successively as Assistant Director of Sales at Demix Agrégats, Sales Manager at Demix Béton, Quebec Regional Director at Les Industries Atlantique Ltée, AIL and Vice President of Sales at Groupe Brunet, Construction Materials.

Mr. Baril's expertise will allow the company to pursue its development in all of its markets and sectors of activity. *"Soleno's management is convinced that Mr. Baril will be an important asset for the company's success and will listen to the customers' needs. He will contribute to the progression of Soleno with his dynamism, his personal relations skills, his rigour and, above all, his high level of professionalism. I am very proud he is joining our team!"* states Alain Poirier, President of Soleno.



**Jean-François Baril**  
Vice President, Sales at Soleno

**About Soleno**

Leader in providing solutions for the control and management of storm water manufactures and distributes a wide range of products for the collecting, conveying, treating and storage of storm water for the industrial, commercial, residential, infrastructure, natural resources and agricultural development sectors. Most Soleno products are made of high density polyethylene (HDPE), a lightweight and strong material with a service life that can exceed 100 years. These products are mainly manufactured in our Saint-Jean-sur-Richelieu plant, in Quebec. Soleno employs more than 400 workers. To learn more about Soleno, visit [soleno.com](http://soleno.com)

## Media Relations

Christel Liburdy  
Marketing and Communications Manager  
[cliberdy@soleno.com](mailto:cliberdy@soleno.com)