



CANADIAN FEDERATION OF INDEPENDENT GROCERS - FÉDÉRATION CANADIENNE DES ÉPICIERS INDÉPENDANTS
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Staff Announcement at CFIG



Tom Shurrie, President & CEO of the Canadian Federation of Independent Grocers (CFIG), along with the association's executive board, has announced that Laura Collaton will be joining the organization as Senior Vice President & Chief Operations Officer, effective August 1, 2023.

Laura has been a devoted and passionate Canadian grocery and retail leader for over 20 years. She has worked for some of the smallest and largest retail operations in Canada including Sobeys, Goodness Me! and most recently Home Hardware Stores Ltd. Her career has spanned across multiple areas of expertise, leading marketing, branding, operations, merchandising, innovation, store -design, revenue generation and space planning.

On this new appointment, Tom said, "CFIG is pleased to have Laura join us, as she has had the unique ability to bring her own brand of collaborative-execution to work with some growth oriented and diverse grocery retail minds in Canada and beyond. She brings a healthy respect for CFIG's past, all our members and the legacy we all strive to leave our businesses stronger for the next generation."

The Canadian Federation of Independent Grocers (CFIG) is a non-profit trade association founded in 1962, which continues to be a collaborative community, equipping and enabling independent, franchised and specialty grocers for sustainable success. Representing over 6900 grocery retailers from every part of Canada, CFIG is a strong and united voice for independent grocers, providing programs for operational excellence, facilitating educational and training programs and fostering enabling-relationships among retailers and suppliers. CFIG is a respected organization that speaks confidently for its retail members to industry, government, and the consumer.

For any questions, contact:

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