

# LCBO

*let's get together.*

May 13, 2015

To: All Trade Councils

**Re: Staffing Update, Products, Sales & Merchandising**

Dear Trade Partners,

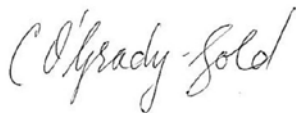
We are pleased to announce the following updates to the Sales and Marketing team.

Please join us in congratulating Courtney Dawson as the successful candidate for the Product Manager, New World Wines position that was recently posted. Courtney joined the LCBO back in 2009 as a casual in VINTAGES and has worked her way up through the organization since that time. Courtney brings a strong analytical background to the position, along with an excellent business sense and a creative ability to problem solve that makes her a great addition to the team. We have been lucky enough to work with Courtney over the past year, and are thrilled to have her join us officially in this capacity.

We would also like to welcome Mikaela Hollidge as Product Manager to the Brown spirits team. Mikaela comes to the LCBO with eight years of experience in inventory management, assortment planning and buying at Target U.S.A. and Canada. During her tenure at Target Mikaela received three SVP awards for leadership in merchandising as well as for sales excellence. Mikaela's leadership skills, her collaborative nature and expertise in optimizing organizational processes make her an excellent addition to the Brown spirits team. Mikaela's first day was Tuesday May 12, 2015 and she can be reached at 416-365-5864 or [Mikaela.hollidge@lcbo.com](mailto:Mikaela.hollidge@lcbo.com).

We would like to take this opportunity to thank Santiago Saavedra for his hard work over the past 18 months with the brown spirits team, and we wish him the best of luck in his future endeavors.

Best regards,



Carolyn O'Grady-Gold  
Director, LCBO Wines



Chris Robertson  
Director, Spirits & Beer