

METRIE ANNOUNCES SEVERAL EXECUTIVE LEADERSHIP TEAM PROMOTIONS

FOR IMMEDIATE RELEASE.

VANCOUVER, B.C. (February 5, 2025) – Metrie®, North America’s largest manufacturer and distributor of millwork solutions, is excited to announce several key promotions within its strategic leadership team, as it continues to showcase its industry leadership and the execution of its growth strategy.

Christian MacDonald has been promoted from VP, Marketing to the newly created role of **Chief Marketing Officer (CMO)**. Mr. MacDonald has held increasingly senior roles across his 25-year career at Metrie, most recently leading the Metrie Retail business before his five years in Marketing. “My career at Metrie has always been in service of helping our customers win. Marketing can support that through market insights, innovation and product development, campaigns, media and collateral coordination,” commented Mr. MacDonald. “In my new role, I look forward to continuing to journey to earn the trust of our customers and to be their millwork supplier of choice.”

Kevin Bartel took on an enhanced leadership role in 2024, leading the entire US Pro business, including our recently acquired California businesses, Metrie EL & EL and Metrie Anderco. This transition has now been made permanent as **VP & GM, US**. Mr. Bartel has held increasingly senior leadership roles in the US over his 22 years with Metrie. Before his current national role, he led the Western US Pro business and prior to that the Manufacturing Channel Sales team. Mr. Bartel commented, “Leading the US team over the last year has been an extremely rewarding role. The team has a laser focus on how to create win-win solutions with our customers and I look forward to working with the whole US team to deliver in 2025 and beyond.”

Another senior sales leader taking on new accountabilities is **Jon Dickinson, VP, Sales**. A 25-year Metrie veteran, Mr. Dickinson has previously managed National Accounts in Canada; after which he headed up the Metrie US Pro business. Currently, he is leading a long-term sales excellence review across Metrie, ensuring the Company is the easiest to partner and easiest to grow with for our customers across North America.

As Metrie continues its growth trajectory and prepares for its Centennial in 2026, the Company has strengthened its finance and planning capabilities. **Elise Osier, VP, Strategy & Planning** joined Metrie in 2023 to lead long-term strategic planning. This year she will be taking on an expanded role including leading the Financial Planning and Analysis (FP&A) team, and reporting to Chief Financial Officer (CFO), Jeremy Black. Also reporting to the CFO, **Kate Vondette** has been promoted to **VP, Corporate Controller**. Ms. Vondette joined Metrie two years ago and has helped reshape the function with her strategic insights and collaborative approach, driving significant organizational value.

With Mr. MacDonald’s elevation to CMO, **Nicole Rocheleau** has been promoted to **VP, Marketing**. Ms. Rocheleau joined Metrie in 2022 as Director, Marketing Communications and has been taking on increasing responsibilities in driving customer insights and brand positioning; both of which she will continue to oversee in her new role.

Kent Bowie, Metrie CEO and President, commented on the extensive list of promotions, “This is Metrie corporate governance and preparedness in action. I believe we have the best team of functional and commercial leaders in the millwork industry. Giving the very best people in the industry a pathway to growth is a critical part of our long-term succession planning and business success. I am very proud to call each of these leaders a colleague. I look forward to what we can achieve together in pursuit of being ***the most trusted millwork supplier in North America.***”

ABOUT METRIE

For nearly 100 years, Metrie has helped people transform their homes with high-quality millwork products. The Metrie story began in 1926 as a small, family-owned and -operated business in Vancouver, B.C. Since then, Metrie’s commitment to innovation and customer experience has helped the company expand operations to include seven domestic millwork manufacturing sites producing solid wood and MDF mouldings with pre-finishing capabilities for both mouldings and doors, plus 26 distribution centers in the U.S. and Canada. Metrie has grown over the last nine decades to become the largest MDF moulding manufacturer in North America.

For more information, please visit www.Metrie.com or visit us on social media: LinkedIn, Facebook, Instagram, Twitter, Pinterest, YouTube and Houzz.

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