



Press release – For immediate release

October 31, 2023

Sophie Rémillard joins NEO as Quebec Sales Director



NEO is delighted to announce that **Sophie Rémillard** will be joining us as **Quebec Sales Director**. Sophie is a seasoned professional in the media and out-of-home advertising industry. Her 23 years' experience in the advertising industry will be a considerable asset for NEO. In this role, Sophie will report directly to Jordana Fatsis, Executive Vice President, who is based in Toronto.

Over the years, Sophie has demonstrated an undeniable passion for advertising sales. She has successfully built client relationships and established a successful track record with companies such as Zoom, Newad, Métromédia Plus, Prospect Média, and Québecor. Most recently, Sophie spent the last 6 years at Outfront Canada as National Account Manager. She was twice awarded the "President's Award" for best sales performance within the company. Sophie's experience in place-based and traditional OOH media, have enabled her to acquire and in-depth knowledge of the industry and develop a solid network of contacts with advertising agencies and advertisers.

For Sophie, this mandate at NEO represents a timely challenge: "I'm proud and extremely excited to be working within a Quebec SME and alongside leaders whom I admire and respect. NEO has the wind in its sails, and the potential for development is immense! I am especially impressed by NEO's Connect Platform, an powerful online tool for planning advertising campaigns integrating Vividata and Environics, giving us direct access to countless variables and data for our customers. I am looking forward to this new challenge in my career and working with this dynamic team. I like to think that there are no limits to what we can achieve, and with the NEO team, anything is possible!" she declared at the time of her hiring.

For Ronald Tapiéro, President and CEO of NEO, "This appointment not only strengthens our sales team in terms of experience, but also ensures that we can better support our Quebec clients, offering multiple place-based environments and our largest network, with over 6,700 available faces, 93% of which are digital. I'm delighted to be working with Sophie again after so many years, and to be able to benefit from her vast experience. I'm delighted to be working with Sophie again after so many years, and to be able to benefit from her vast experience."

The NEO team wishes Sophie every success in her new challenge.

About NEO

NEO (neo-ooh.com) offers four leading out-of-home advertising networks in Canada. **NEO Shopping** (shopping malls), **NEO On The Go** (gas stations and convenience stores), **NEO Fitness** (fitness centers) and **NEO Mobile** (geo-targeted advertising via mobile). Our network is established in over 633 locations across Canada, 8 provinces and 150 municipalities, and includes more than 6,700 advertising faces.



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