



Press release – For immediate release
August 15, 2022

NEO recrute Véronique Barbeau as Senior Account Manager.

We are proud to announce the arrival at NEO of **Véronique Barbeau as Senior Account Director**. Véronique has more than 10 years of experience with several out-of-home operators: Adapt Media, Sports Media, Eat it Up and Rouge Media. Based at Montreal, Véronique will take office on August 15, 2022.

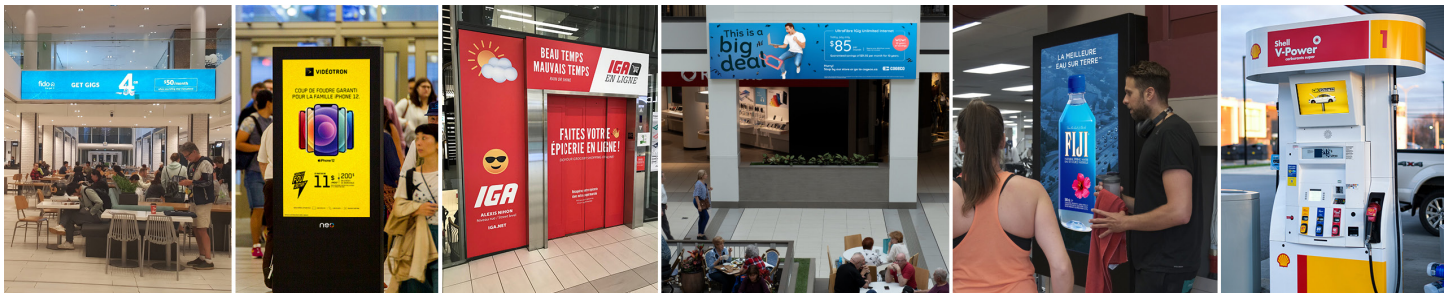


Véro, as those who know her call her, stands out for her passion for the advertising world, her in-depth media knowledge and, above all, her great creativity recognized by all those who have had the pleasure of working with her. These are all qualities that she will be able to put to good use in the multiple networks of NEO. “Véro’s personality is in direct symbiosis with NEO’s values, illustrated by its growth PACT combining Performance, Authenticity, Conquest and Tenacity”, says Jordana Fatsis, executive vice president of sales.

“I am passionate about business development but above all I like to adopt a strategic approach to needs based on results and the satisfaction of our customers and business partners. I love mobilizing teams to deliver creative, new and better solutions. I look forward to nurturing new opportunities at NEO,” says Véronique Barbeau.

About NEO

NEO today brings together four leading billboard networks with a total of 3,750 advertising faces in Canada: **NEO SHOPPING** (shopping malls), **NEO ON THE GO** (gas stations and convenience stores), **NEO FITNESS**, recently established and **NEO MOBILE** (mobile solutions to complement traditional poster campaigns). For more information, visit <https://www.neo-ooh.com/fr>



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