

WESTGROUPE WELCOMES NEW MARKETING DIRECTOR

MONTREAL, QC – WestGroupe is pleased to announce the appointment of Shaleen Ratansi to the position of Marketing Director.

Shaleen brings with her to WestGroupe over 15 years of design, branding and marketing experience. Previously from the fashion industry, Shaleen joined the optical industry over 3 years ago, working for a leading optical company, overseeing the creation of campaigns, branding, media strategies, events and tradeshow for the North American market. Her international background provides a global perspective of successfully evaluating and implementing brands, marketing strategies and developing bespoke content for a vast range of markets.

“Shaleen brings a fresh energy to her new position and possesses the right mixture of expertise, insight and personality to help WestGroupe reach for the future,” says WestGroupe’s President, Michael Suliteanu.

“It is an exciting time for WestGroupe, as it continues its worldwide growth. The organisation has had continuous expansion, now in over 40 countries with no signs of slowing down. I am really looking forward to working with the team to build, innovative and create marketing initiatives which will further drive audience engagement, increase sales and focus on customer needs, quality products and services with premium branding,” says Shaleen Ratansi.

ABOUT WESTGROUPE

With over 50 years of industry insight, WestGroupe’s mission has always been to provide unique and superior quality eyewear for the fashion-focused consumer. The company is driven by their customer commitment to excellent service and exceptional product. WestGroupe is dedicated to defining future standards in the optical business by developing, creating, and supporting innovative products and services that allow customers to succeed. WestGroupe offers a premium selection of international brands in over 40 countries, including KLiik denmark, FYSH UK, EVATIK and Superflex.

For more information about WestGroupe, please contact us at 1-800-361-6220 or at info@westgroupe.com.