



## Groupe Lacasse Healthcare Sales Team

Appointment of Laura Brown – Healthcare Sales Manager for the Eastern US Region

FOR IMMEDIATE RELEASE

**Saint-Pie, Québec (July 31, 2024)** – Groupe Lacasse is very excited to announce the promotion of Laura Brown to the position of Healthcare Sales Manager for the Eastern US region.

In this key role, Laura will lead sales efforts for the Neocase brand and Groupe Lacasse’s healthcare portfolio, collaborating closely with our representatives and dealers to strengthen market presence and drive growth within the end-user, specifier, and dealer communities.



Laura brings a wealth of experience to this position, having played a pivotal role at Neocase prior to its acquisition by Groupe Lacasse in 2014. Since then, she has become an invaluable member of our team, leading significant projects and building strong relationships with dealers, end users, and specifiers. Her thoroughness, professionalism, and ability to inspire trust and confidence have made her a respected leader within our organization.

We are thrilled to have someone of Laura's caliber representing Groupe Lacasse, and we are confident that her leadership will continue to propel our success in the healthcare market.

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### About Groupe Lacasse

*Founded in 1956, Groupe Lacasse is a North American leader in the design, manufacture and service of a wide range of high quality furniture for all types of business and institutional environments.*

[groupelacasse.com](http://groupelacasse.com)