



Intralec Electrical Products Welcomes New Marketing Manager

Toronto, September 2023 - Intralec Electrical Products, a leading electrical manufacturers rep, is pleased to announce the appointment of Daniela De Marco as its new Marketing Manager, effective September 18, 2023. With her extensive experience and proven track record in the field, Daniela is set to play a crucial role in enhancing Intralec's marketing efforts and supporting our sales team and channel partners.

Daniela has over 15 years of marketing and sales experience and extensive experience with asset creation and executing marketing strategies. She most recently supported the marketing team at Electro-Federation Canada, where she was responsible for the company's content creation, campaigns, events, corporate sponsor advertisements, and social media platforms to support initiatives and drive engagement.



"We are thrilled to welcome Daniela to the Intralec family," said Cindy Doherty, President. "Her proven ability to understand how to market and support the needs of the team, partners and customers aligns seamlessly with our company's vision and growth objectives. We believe she will make a significant impact on our marketing strategies and initiatives."

"I am excited to join the Intralec team and contribute to its continued success," said Daniela De Marco "The team's history, dedication, and the company's reputation in the industry present a tremendous opportunity to create impactful marketing efforts that resonate with our target audience."

About Intralec:

Intralec operates in southern and central Ontario, Canada. It was founded in 1977 and has grown to become one of the largest full-service rep firms in the country. Intralec's managing partners include Cindy Doherty, President, Greg Moylett, VP of Distribution Sales, and John Hadley, VP Project Sales.

Daniela can be reached at ddemarco@intralec.com for inquiries, collaborations, and further information.