



FOR IMMEDIATE RELEASE



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## Gentec International welcomes Doug Wilson, former President & COO of Sony of Canada, to manage Sony B2B and B2C opportunities

Gentec International is pleased to welcome Doug Wilson, former President & COO of Sony of Canada and Strategic Consultant for Gentec since 2017, to a management position within the Sony business-to-business and business-to-consumer portfolio at Gentec. Doug will be instrumental in expanding B2B sales at Gentec for Sony products across Canada and helping to facilitate changes in B2C eCommerce into the future.

Doug comes to Gentec International with over thirty years of experience at Sony of Canada as President & COO and as Strategic Consultant for Gentec. He brings his knowledge of the brand and its business practices as well as his expertise in the ever-growing consumer electronics industry.

“Doug’s breadth of knowledge of the Consumer Electronics industry, stellar reputation, insight and enthusiasm will be a valuable asset in assisting us to expand this sector of our business,” stated Joel Seigel, President and CEO of Gentec International.

“I am pleased that I can lend my experience in the industry to help drive Gentec’s Sony business and eCommerce platform, while providing a high level of customer service, as it fits in well with my strategic vision,” stated Doug Wilson.

For any additional information, please contact Doug Wilson directly at [dwilson@gentec-intl.com](mailto:dwilson@gentec-intl.com), at 905-513-7733 or email [media@gentec-intl.com](mailto:media@gentec-intl.com).

### About Gentec International

Founded in 1990, Gentec International is Canada’s leading consumer accessory products company, recognized as one of Canada’s Best Managed Companies, supplying Imaging, Home Theatre, Personal Electronics, Sports Optics, Wireless Telecom, and Mobile Electronics products to the Canadian retail marketplace. Gentec offers a variety of prominent brands, including Sigma, Optex, SanDisk, Manfrotto, Gitzo, Lowepro, Joby, iQ, Energizer, Energy, iShieldz, Ultralink, Bell’O, Klipsch, Pro-Ject Audio, Midland, Zeiss, Metra and Alpine. Gentec operates out of a high-cube, state-of-the-art, fully computerized 100,000-square-foot warehouse and distribution centre that offers efficient, seamless service to our customers. With over 90 employees, Gentec covers the needs of its retailer’s coast to coast using the latest technology systems, streamlined efficiencies, and customer service that is second to none. Learn more – visit [www.gentec-intl.com](http://www.gentec-intl.com)



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