



NEWS RELEASE

FOR IMMEDIATE RELEASE

Windsor, ON, Canada – The Canadian Association of Moldmakers (CAMM) and Automate Canada are pleased to announce the appointment of Jeanine Lassaline-Berglund (JLB) as President.

“After an extensive and meticulous process, we are excited to work with someone of the calibre of Jeanine,” says CAMM board chair Jonathon Azzopardi. “She has what it takes to promote and advocate with passion but also with focus. As the two Associations move forward, Jeanine will rely on her background in manufacturing and the skills she has developed managing other industry organisations to help move us to the next level. The role of President will be vital to continued growth and achievement of strategic objectives for both organizations as Our Executive Director transitions into retirement in the coming months”.

A full-time President will allow the two associations to dig deeper when it comes to opportunities and create value for our members. Jeanine is just the person we need while also being a mentor and a role model for women looking to enter the trades.

Automate Canada chair Shelley Fellows says this announcement came about as part of a strategic plan for the growth of both boards at a time when advocacy for our members, for future jobs and the moldmaking and automation industries are at a crucial turning point.

"I am tremendously excited as we are poised for growth in scale & scope with our new President; I am also delighted that our President is female, a ground breaker and trailblazer in manufacturing from her origins as a moldmaker to her position today as a leader for our two associations in fields where women are historically far less prevalent.

I could not be prouder of both our boards in terms of their vision & courage and look forward to our additional future as an example of diversity and inclusion.”

The role of President is a new position and is an indication of the continued development and growth of these respective organizations. CAMM has been in existence for forty years and Automate Canada for three years. Since 2019, both boards have undertaken a strategic review and growth plan that will enable them to increase their work to market the Advanced Manufacturing sector and represent the best interests of the member companies they represent.

A positive and energetic leader, her collegial style, unique approach to problem-solving, and her passion for leveraging stakeholders will help promote the importance of manufacturing to the economic landscape of Canada.





In addition, her industry expertise will help stimulate the sector’s leading-edge innovation as she has earned her the opportunity to lead this next phase of growth and development for both organizations.

“We are very excited,” says Azzopardi. “Our boards will be well-positioned under her guidance to thrive in the years to come.”

JLB brings over 30 years of work experience, starting her career in manufacturing as a skilled trade, rising through various positions in leadership and expanded responsibilities. As an operations expert, she understands the challenges of the business of manufacturing in a global market. Her ability to build trust and rapport quickly also contributes to her success in helping individuals, teams, and organizations deepen their impact both professionally and personally.



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Shelley Fellows
Chair Automate Canada
t. 226-344-8185
shelleymfellows@gmail.com

Carly Deslippe
Executive Assistant
info@camm.ca
info@automatecanada.ca

Jonathon Azzopardi
Chair CAMM
t. 226-340-0783
jazzopardi@lavaltool.net>;

