



## FOR IMMEDIATE RELEASE

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## Congratulations to Peter Robillard Newly Appointed JOH Associate Director of Category Management

June 9, 2020 - Billerica, MA - JOH is proud to announce the promotion of Peter Robillard to Associate Director of Category Management.

Peter started with JOH in 2019 as a Senior Category Management Analyst. Previously, he was a Client Manager for Nielsen delivering data-based insights to retail and manufacturing clients. Peter's broad experience also includes 10 years in sales and customer development for Colonial Wholesale Beverage Corp.

"One year ago, Peter joined our Category Management Team with a deep intellectual passion for data and fact-based selling. Since then, he has organically become a leader amongst his peers," said Melissa Passalacqua, Director of Category Management. "This new role of Associate Director was designed to strengthen the team and JOH. We spent time carving out this position for Peter, and we are very excited to see his success and leadership have a positive impact on our team."



In his new role, Peter will assist in the operational oversight of the Category Management team.

Peter lives in Bridgewater, MA with his wife Heather and two daughters Meghan and Charlotte. When he's not working, you can find Peter practicing Brazilian Jiu-Jitsu or brewing his own beer. He can be reached at [probillard@johare.com](mailto:probillard@johare.com).

### About JOH

JOH was founded in 1956 by Harry O'Hare, Sr. and is now one of the strongest independent food brokers



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with 17 offices and strategic partnerships across the United States. JOH currently has over 500 employees and represents more than 400 clients. For more information, please visit [www.johare.com](http://www.johare.com).

For additional press information, please contact Rick Alpern at Single Source Marketing.