



Media Release

GreenSaver President and CEO, Vladan Veljovic, appoints new senior staff

Effective immediately, Aubrey LeBlanc will join GreenSaver as the new Vice President, Business Development – Consumer Services, Constantine Eliadis will assume the role of Vice President, Business Development – Business Services and Helen Reed will join GreenSaver as the new Director, Marketing Services and Corporate Communications.

Aubrey LeBlanc was most recently Chief Operating Officer of OAHI (Ontario Association of Home Inspectors) and is both a past President of Tarion (Ontario New Home Warranty Program) and Director of the Buildings Branch for the Ontario Ministry of Housing. He holds an MBA and a Masters of Science, is on the Board of Consumers Council of Canada and is active in a number of building energy efficiency task groups in the province. Aubrey will oversee the three consumer divisions on a day-to-day basis (Energy Audits, Energy Retrofits and Green Consulting), with a mandate to implement a concerted business development and marketing strategy to establish and solidify GreenSaver as the preferred consumer choice for our products and services.

Constantine (Taki) Eliadis is currently GreenSaver's Director of Energy Programs and has held senior positions at the Ontario Power Authority, Enwave, and OZZ Corporation. He has an MBA and an engineering degree. Taki will oversee the Energy Programs division on a day-to-day basis, with a mandate to implement a concerted business development and marketing strategy to establish and solidify GreenSaver as the preferred choice by utilities, government agencies and other stakeholders.

New to GreenSaver, Helen Reed was most recently responsible for marketing communications, negotiating partnerships, stakeholder relations and media/event management for three of Toronto Community Housing Corporation's key revitalization building projects in Toronto. Previously she was the VP of Marketing at eyeQ and has extensive experience as Client Services Director with a number of advertising agencies. Helen holds a Bachelor of Science and is a Communications & Advertising Accredited Professional (CAAP). Helen will oversee marketing services, customer service and corporate communications, with a mandate to provide timely and effective marketing services to the divisions and effective marketing development and corporate communications for GreenSaver.

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For further information, please contact:

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GreenSaver is an independent non-profit organization dedicated to environmental energy efficiency offering province-wide energy conservation programs as well as other residential energy services such as energy audits, insulation retrofits, and solar installations. They have pioneered Ontario residential energy conservation for 25 years with economically viable and environmentally friendly measures to help individuals and organizations with their energy needs (www.greensaver.org).