

White Cap Announces New Organizational Structure to Drive Continued Growth



Consolidates U.S. Field Operations into Three Geographic Regions

On October 9, 2024, White Cap, the leading distributor of specialty construction supplies and safety products for professional contractors, announced a new organizational structure for its U.S. Regions to support its ongoing growth.

This new structure is effective November 4, 2024, and moves seven U.S. Regions into three: West, Central and East, consisting of 26 Districts.

Each Region is led by a Regional President reporting to Page Naftel, Chief Commercial Officer, with the support of a Vice President of Sales and Vice President of Operations. All Districts are led by General Managers, reporting to the Regional Presidents.

The West Region is led by Bob Jacoby, Regional President, the Central Region is led by Brian Bilderback, Regional President, and the East Region is led by Jason Joice, Regional President. The Canada Region remains unchanged and is led by Vasken Altounian, Regional President.

“White Cap has grown tremendously since becoming an independent company in 2020, doubling in size in only four years,” said Alan Sollenberger, Chief Executive Officer. “This new strategic structure will help facilitate our continued growth, ensuring a strong focus on serving our customers with our one-stop shop portfolio of products and value-added services, while providing even more career opportunities for our talented associates.”

“This simplified reporting structure helps us realize our company vision to Deliver a Seamless Customer Experience,” said Page Naftel, Chief Commercial Officer. “These combined geographic areas and aligned leadership teams will facilitate more streamlined execution of strategic initiatives and ensure clear accountability within each region to provide the highest levels of service to our customers from coast to coast.”

About White Cap

White Cap and its affiliates serve as a one-stop shop, providing concrete accessories and chemicals, tools and equipment, building materials and fasteners, erosion and waterproofing products, and safety products to professional contractors by meeting their distinct and customized supply needs in non-residential, infrastructure, and residential end markets. White Cap operates approximately 500 branches across North America with more than 10,500 employees supporting approximately 200,000 customers. For more information about White Cap, visit about.whitecap.com.

For more information: Karissa Bursch, White Cap Public Relations, 404-790-3754, karissa.bursch@whitecap.com

<https://about.whitecap.com/White-Cap-Announces-New-Organizational-Structure-to-Drive-Continued-Growth>