



**Charles Grégoire-Béliveau**  
CEO of BMR – May 2026

Charles Grégoire-Béliveau has been working in the renovation and hardware industry for over 15 years. He holds a Master of Business Administration (MBA) and a Bachelor of Business Administration from the Université du Québec à Montréal, and joined Groupe BMR in 2016 as Director of purchasing for corporate stores.

As part of his duties, he oversaw, among other things, the merger of the purchasing, distribution, and corporate store teams. He was subsequently promoted to Director of Marketing and, in 2020, was appointed Senior Director of Marketing.

Since taking office, he has launched various flagship initiatives, including Groupe BMR's import operations in Asia. In June 2022, Charles Grégoire-Béliveau was promoted to Vice President of Marketing, a role he held until March 2025, when he was appointed Senior Vice President of Sales and Partner Relations.

Results-oriented, Charles Grégoire-Béliveau is an effective leader actively involved in various activities related to the renovation and hardware industry, notably as Chairman of the Board of Directors of Éco-Peinture, an organization that regulates and manages paint recycling for the Quebec market. He also sits on the Board of Directors of the Independent Lumber Dealers Co-operative, a buying group with sales of over \$7 billion.

Charles Grégoire-Béliveau was appointed CEO of BMR effective May 14, 2026.