



Lyne Castonguay
Vice President, Multicultural Merchandising & Marketing
The Home Depot

Lyne Castonguay is vice president of multicultural merchandising and marketing for The Home Depot. She is responsible for a consolidated marketing and merchandising approach within multicultural markets and for developing targeted opportunities in growing consumer segments.

Prior to her current position, Lyne served as merchandising vice president for the Western division, covering 475 stores in 13 states as well as Guam. Lyne began her career with The Home Depot in Canada in 2002 as a divisional product merchant. She came to the United States in 2004 and since then has worked as a global product merchant and divisional merchandise manager.

Prior to The Home Depot, Lyne worked for GE Lighting Canada where she held numerous roles including general manager. She has experience in both retailing and manufacturing in the United States, Canada and Europe.

Born in Canada, she grew up spending time in the family-owned retail business learning the importance of excellent customer service and understanding customer needs.

Lyne is fluent in both French and English and holds a Bachelor of Business Administration from the Université de Moncton. She currently lives in Atlanta with her husband, Raymond and two children, Sara and Nicolas.

MONDAY, July 28, 5:30 p.m.
Connecting the Brand to the Marketing Promise



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