

Sandra Folleville

Viessmann Manufacturing Marketing Manager



Sandra was born in France and grew up in Asia (South Korea, Taiwan and India) but returned to France for high school and university. After her education she worked several years in both France and Canada in the plumbing and heating industry in various marketing roles. Sandra joined Viessmann (Waterloo, ON) in October 2019. Sandra is the 2020-2022 Chair for the CIPH Young Executive Society Committee and also serves on the Women's Network Committee and the Education and Training Council within CIPH. She is passionate about travelling and personal fitness.

How did you get your start in the plumbing & heating industry?

"SFA Group in Paris, France (SANIFLO head office) was looking for a Marketing Project Manager in 2010 to take on Trade Shows and Digital project management. I applied for the job, looking for a career change after trying other fields for a couple of years (like Internal Audit or Purchasing) and joined their Marketing team in January 2011. I had the opportunity to change positions every 2 years within the Group until 2019, which helped me broaden my knowledge, skills and expertise in the Plumbing and Heating industry".

What is your current job and what do you love about it?

"I have been the Marketing Manager for Viessmann Manufacturing Company since October 2019. My role is to define and execute the marketing plan for Viessmann in Canada, ensuring sales and marketing strategies align, and to work with the Marketing team on creating the right tools to promote the Viessmann brand and support our customers and our Sales team. I love the diversity of projects we can contribute to such as website design, social media campaigns, print advertising, trade shows/customer events and training".

What is the best career advice you ever received?

"When finishing my student apprenticeship in a well-known French Industrial Gases and Services company as a Marketing Assistant, I met with my manager and the HR manager for a final review of my accomplishments and to discuss my next role within the company. Even though they were very happy with my work and what I brought to the team they told me they were not offering me a full time position. They wanted me to try new positions in other industries before deciding if this was the career path I wanted. They were confident that I would learn more and quicker if I received more

experience in other areas and they were right. They taught me to be curious and challenge myself and to not be afraid of experiencing new things in life. I've followed this advice ever since".

If you could go back in time and give your younger self career advice, what would it be?

"Be curious and embrace failure as a learning path instead of focusing on the negative. We all have success and failure throughout our career and most of the time we tend to focus too much on failure. Shifting them to learning experiences and looking at how we surpass them and what they teach us is a valuable skill that is often overlooked".

What are you looking forward to in 2021?

"On the professional side I look forward to go back to in-person networking with industry members. In the meantime, I look forward to more virtual events and training opportunities offered by CIPH. I would encourage everyone to visit the CIPH website and click on the "Education" button. CIPH offers Virtual Educational content on a lot of topics: Sales, Leadership, Mental Health, Soft Skills, Technology, Career Development and Hydronics as well as many live webinars on a variety of topics.

On the personal side I look forward to visiting with loved ones everywhere and being able to travel again."

You can hear more from Sandra Folleville and three other industry panelists by attending the ["Your Own Path to Success Personal Branding, Networking and Advocacy"](#) webinar presented by CIPH and MCAC on February 3rd.