



Marc G. Allaire

PROFILE

Mr. Marc G. Allaire is the President for North 49 Sales Agency Inc., a manufacturer's sales agency representing Johns Manville, Georgia-Pacific and Bitumar in Canada. North 49 SA sells products and systems for the companies they represent to architects, engineers, consultants and specifiers. They interface with contractors ensuring they have knowledge of the systems being promoted and interface with distributors to ensure the sales process is completed with the contractor.

Marc graduated as a Civil Engineering Technologist and has been involved in the building science industry since 1980. He furthered his education in building and roofing sciences at the University of Wisconsin, the Roof Consultants Institute, the Roofing Industry Education Institute and with The Better Understanding of Roof Systems Institute.

He developed his expertise in the roofing and building science field by working as an engineering representative, a technical sales representative, a product and marketing manager, a project manager, a building science consultant and operated a large roofing distributor in Canada. As a consultant, he spearheaded the sales & technology portion of the firm and was involved with all facets of the business including roofing / building evaluation assessments, roof asset management, repair program development, specification writing, construction administration and project management. In business, he developed his business acumen working as President of Beacon Roofing Supply Canada Company (BRSCC) and taking part in the Corporate Executive Counsel (CEC) for Beacon Roofing Supply Inc. (BRS).

Mr. Allaire has devoted much of his time working on various committees and publishing roofing related articles with organizations like the Roof Consultants Institute (RCI), the Ontario Building Envelope Council (OBEC), Construction Specification Canada (CSC), the Canadian and Provincial Roofing Contractors Association (OIRCA) and the Canadian Roofing Contractors Association (CRCA). At Beacon (BRSCC), Marc was responsible for their P & L while spearheading their expansion across Canada. As part of the Corporate Executive Council (CEC), he helped strategize the growth strategy of Beacon Roofing Supply (BRS).

Marc has presented and lectured at Humber College, the University of Toronto, the Technical University of Nova Scotia, EPIC, CSC, RCI, BURSI, Construct Canada and the Building Envelope Symposiums.

PROFESSIONAL ACCOMPLISHMENTS

- Member of Corporate Executive Council Beacon Roofing Supply, 2008-14
 - Chairman of Education Committee for RCI International, 2002-05
 - Member of CRCA Technical Committee, 2001-03
 - Founding Director of Roof Consultants Institute, Canada, 1995
 - President of Roof Consultants Institute, Canadian Chapter, 1998
 - Chairman of Education committee - RCI Ontario Chapter, 1998-99
 - Chairman of Special Events committee - RCI Ontario Chapter, 1995-97 & 2000-02
 - Director of Roof Consultants Institute, Ontario Chapter, /2002
 - Founding Director of Ontario Building Envelope Council, 1987
 - Chairman of Technical Committee of Ontario Building Envelope Council, 1987-89
 - Member of Ontario Building Envelope Council, 1987-2003
 - Chairman TEK-AID on Hot Applied Rubberized Asphalt – CSC 1992
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