

## **ATLAS CANADA NAMES NEW PRESIDENT & COO**

**OAKVILLE, Ont.** (October 26, 2020) – Leading mover [Atlas Canada](#), a subsidiary of [Atlas World Group, Inc.](#), announces today that Fred Haladay has been named the company's president & COO, effective immediately.

Haladay has been with Atlas Canada since the early '90s, starting as the agency services manager and most recently serving as senior vice president and chief commercial officer. His expertise is in transportation, communication, systems, customer care and national client support. Over his 30-year tenure, he has overseen Avail Move Management, government services, quality, marketing, pricing and agency development for the Canadian sector of the van line. He is a graduate of Seneca College and served as a member of the Canadian Navy.

"Fred has been a proven leader in consistently developing and executing successful client relations and quality initiatives that have been critical to our growth in Canada," said Jack Griffin, chairman and CEO of Atlas World Group. "We are excited for him to be at the helm and implement Atlas Canada's strategic plan in the years to come."

As Atlas Canada's president and COO, Haladay will oversee all business areas to drive the future direction of the van line. He will also be responsible for leveraging Atlas World Group business synergies, establishing and adhering to all budgets and profit and loss (P&L), and collaborating with fellow Atlas World Group leaders.

"It is an honor to assume the leadership role in a company that's helped set the standards for the relocation industry," said Haladay. "I look forward to continuing my professional journey with Atlas Canada and helping drive the van line to new heights."

Haladay is active in industry associations, participating in various Canadian Employee Relocation Council (CERC) committees and has spoken at several educational sessions

presented by both CERC and CAM (Canadian Association of Movers). He has had articles published in both trade magazines as a subject matter expert for service and has been presented with both a Meritorious and two Distinguished Service Awards from the CERC. Haladay recently served as the Chairman on the Board of Directors for CERC.

For more information on Atlas Canada and its relocation services, visit [www.atlasvanlines.ca](http://www.atlasvanlines.ca).

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### **About Atlas World Group**

Headquartered in Evansville, Ind., Atlas World Group, Inc. comprises a family of companies that deliver transportation and related services globally through a network of quality agents and select service partners. Atlas is distinguished by agent ownership and a shared commitment to help people go new places more easily and more securely. Atlas® World Group companies employ nearly 800 people throughout North America. Through a continuing emphasis on service excellence, the company has achieved extraordinary growth. For more information on Atlas® World Group, visit [atlasworldgroupinc.com](http://atlasworldgroupinc.com).

### **About Atlas Canada**

Atlas Canada and its agents have focused on exceptional service quality since the van line's Canadian market entry in 1963. Today, Atlas Canada is the nation's largest long-distance residential and corporate mover. The market leader in corporate relocation, Atlas has more than 100 agents across Canada providing local, long-distance, international and cross-border moving services. Atlas pioneered the first national Quality Assurance Certificate guarantee in the Canadian moving industry, ensuring safe, reliable service for all customers.