



Greg Farthing

Vice President – Front End Sales - Canada
Power Products and Power Systems

Greg Farthing was appointed Vice President, Canada Front End Sales, Power Products and Power Systems divisions in October 2008. He is responsible for leading the sales and marketing activities related to utility and industry customers for the Power Products, Power Systems and Service businesses.

Prior to his appointment, Greg served as both President and Vice President, Sales and Marketing, at Areva T & D Canada Inc. During his nine-year tenure, he held several senior roles, including Strategic Key Account Manager for Rio-Tinto Alcan. As Site Manager he oversaw Areva's T & D Canada's Board of Directors and the Canadian Management Committee.

Greg completed his studies in Executive Management and Advanced Management from McGill University, and holds a certificate in Mechanical Engineering from École Polytechnique de Montréal (University of Montreal).

He is an active member of Cigré, IEEE, Canadian Institute of Mining (CIM), L'ordre des technologues professionnels du Québec, Canadian Electrical Association, National Electricity Round Table and Canadian Electrical Association's Transmission Council.

Company profile

ABB (www.abb.com) is a leader in power and automation technologies that enable utility and industry customers to improve their performance while lowering environmental impact. The ABB Group of companies operates in around 100 countries and employs about 150,000 people.

ABB in Canada (www.abb.ca) employs 5,000 employees from coast to coast who are experts in their field of technology and contribute to ABB's industry leadership in key energy and industrial sectors across the country. Our company has been serving our Canadian customers for nearly a century with reliable energy efficient solutions for utilities, industry, buildings, infrastructure and transportation.