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Gruppo Boero appoints Gemma Gonzalez Ferrer as director of yachting business unit

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1 Article by:

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Paint solutions leader **Gruppo Boero** has announced that Gemma Gonzalez Ferrer has been appointed as director of the group's yachting business unit.

Gonzalez Ferrer brings with her a deep knowledge of the nautical sector, which she will use in supporting the development path of the international brands that are part of the yachting division of Gruppo Boero, Boero YachtCoatings and **Veneziani Yachting**, creating plans aligned with the current expansion strategy and future growth of the group.

Giampaolo Iacone, general manager and CFO at Gruppo Boero, said, "For over fifty years, Gruppo Boero's Yachting Division has been an international reference point in the production

of paint solutions for the yachting and superyacht markets, synonymous of high quality and performance. The important results achieved push us to do our work better and to look towards new challenges further strengthened with the arrival of Gemma Gonzalez Ferrer.”

Gonzalez Ferrer had previously worked in the role of global yachting director within an international company of paint products, building the yachting division and leading its positioning and development at an international level together with her dedicated team.

She has also improved her professional training by attending a Management Development Program in the IESE Business School in Barcelona.

Gonzalez Ferrer, director of yachting business at Gruppo Boero, commented, “Joining Gruppo Boero is an opportunity for which I am very grateful. My commitment will be aimed at growing the yachting division through a sustainable development of the business, enhancing the know-how of all the people who every day contribute to creating the strong competence of the group, its ability to innovate and through cutting-edge technologies.”

Iacone continued, “Her experience will allow us to make an additional step forward in the path of consolidation and accreditation in the nautical sector, reinforcing the positioning achieved as a leader and continuing the successful work carried out to date by Antonella Donzelli.”

For more information, visit [Gruppo Boero](#).

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Annabelle Fox

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