



GEMMA GONZALEZ FERRER IS THE NEW YACHTING BUSINESS UNIT DIRECTOR OF GRUPPO BOERO

Gruppo Boero, paint solution leader in the fields of Architecture & Deco and Yachting, announces that Gemma Gonzalez Ferrer has been appointed as Director of the Group's Yachting Business Unit.

In her current role, Gemma 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.

Before her recent designation, Gonzalez Ferrer, in fact, had 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. In addition to her solid background, she has improved her professional training by attending a Management Development Program in the IESE Business School in Barcelona.

"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" declares **Gemma Gonzalez Ferrer**.

Giampaolo Iacone, General Manager and CFO of Gruppo Boero, adds: "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. I am sure, in fact, that 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".

Boero Bartolomeo S.p.A. Founded in 1831, it is an Italian company that formulates and produces paints and varnishes for the building and yachting sectors. Since February 2021, Boero Group has been a partner of CIN, a Portuguese company and leader in the Iberian paints and varnishes market, thus positioning itself among the main world players and confirming its position as the leading Italian group in the sector. Technological research and the study and development of innovations in the field of colour have always been the winning features of the philosophy of the Group, a company with an integrated management system certified to ISO 9001, ISO 14001 and OHSAS 18001. A focus on the impact on the territory and the community characterises not only the various phases of the production and distribution cycle, but increasingly also the company's processes and strategies. www.gruppoboero.it

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