

Vincent Guillaume named Director of Performance of the MAÏSADOUR Group

Haut-Mauco, the 22nd of April 2024 The Maïsadour Cooperative Group announces the nomination of Vincent Guillaume as Director of Performance. A member of the Group Executive Committee, will bring his expertise, assist and support the profession on all the performance and improvement projects on the sourcing, logistics and industrial perimeters.

Being 56 years old, Vincent Guillaume has a strong experience of more than 25 years in Supply Chain and Performance in France and abroad within the General Mills Group.

After being, among others, the Supply Chain Director for Géant Vert, then the Subcontracting Director for all the brands of the group, Vincent Guillaume became the Supply Chain Operations Director for the General Mills group for Europe and Australia. In this regards, he holds successively the Management of the supply chain perimeters, performance, industrial, purchasing and subcontracting, logistic in France and abroad and successfully leads transformative projects. He works in particular for the brands Yoplait, Old El Paso, Nature Valley, Häagen Dazs and Géant Vert.



“When I arrived, I was impressed by the diversity of the profession within Maïsadour and by the maturity of the CSR of the employees for all the steps to create value. I am pleased to join some very motivated teams to work for the growth of their company. The Group has a considerable advantage: the integration of the upstream chains in most of its activities. It is a true asset to control the performance.”

Vincent Guillaume, Maïsadour Director of Performance

As the Director of Performance, Vincent Guillaume will bring his expertise and support the profession on all the performance and improvement projects on the logistics and industrial perimeters. He will be directly in charge of the Group performance concerning the purchasing, the investments and the energy. Finally, he will be in charge to offer in close relation with the professions some transversal performance projects and actions, to maximize the synergies between the various branches of the Group, to identify some opportunities with some external partners, and to mature the synchronization processes of the upstream/downstream flows.

Christophe Bonno, Executive Director of Maïsadour: “This nomination is aligned with our Ambition 2023 Strategy and is essential to achieve our objectives. *Bringing some performance to the Group means providing the resources required to continue the development of competitive and sustainable chains, at the service of our Cooperative and of the farmers.*”

His great experience will be a valuable asset to support the transformation of the Maïsadour Group and improve the overall performance.

À PROPOS DU GROUPE COOPÉRATIF MAÏSADOUR

Depuis 1936, Maïsadour est une coopérative engagée du Sud-Ouest, labellisée Engagé RSE, qui place l'Homme et le Vivant au centre de ses préoccupations, pour une agriculture, une alimentation et une société durables. Maïsadour développe des filières d'excellence répondant aux attentes des consommateurs pour valoriser, en France et dans 50 pays, les productions de ses agriculteurs. « *Chez Maïsadour, nous travaillons ensemble au succès de nos adhérents et construisons l'avenir de nos territoires* ». Le Groupe, structuré autour des pôles d'activités agricoles, semences et alimentaires, commercialise des produits gastronomiques sous les marques Delpeyrat et Comtesse du Barry et des volailles Label Rouge sous les marques St SEVER et Marie Hot. www.maisadour.com

Infos clés

Gouvernance : Daniel Peyraube, Président / Christophe Bonno, Directeur Général

Chiffre d'affaires exercice 2022-2023 : 1,475 milliard d'euros / 5000 agriculteurs et 4300 salariés

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