

## **BENEO appoints Imen Ouerdiane as sales director of EMEA**

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BENEO, a leading manufacturer of functional ingredients announced the appointment of Imen Ouerdiane as Sales Director EMEA. In her role, which came into effect on 2nd September 2024, Imen will lead the company's sales in Europe, the Middle East and Africa from BENEO's site in Tienen, Belgium, effective from 2nd September 2024.

Imen holds an engineering degree in Food Science and has more than 20 years of experience in the food industry. She started her career at Danone in Research and Development, following which she held roles as Quality Manager at Agrana and various Sales positions at Puratos in France. Most recently, Imen was positioned as Global Account Manager at Frulact SA.

At BENEO, Imen will now be responsible for leading and expanding the company's business in EMEA. This will include BENEO's home markets of Germany and the BENELUX region, Northern and Southern Europe, as well as the Middle East and Eastern Europe.