



/ MEDIA RELEASE

ARCHROMA APPOINTS NEW LEADER FOR EMULSION PRODUCTS AND AMERICAS

Reinach, 14 April 2014 – Archroma, a global leader in specialty chemicals, has announced the appointment of Miguel De Bellis to the post of President Emulsion Products and Americas, based in São Paulo, Brazil with effect on April 1, 2014. As a member of the Archroma Leadership Team, he will report to CEO Alexander Wessels.

He will lead and have full responsibility for Archroma's Emulsion Products business globally. At the same time, he will support the Americas region for all businesses.

Announcing the appointment, Archroma CEO Alexander Wessels said: "This appointment underlines our focus on customers and markets. With a strong background in customer care, he is the right person to head the leadership of our Emulsion Products business which is based in São Paulo. And as a key member of our global leadership team, he will reinforce our presence throughout the Americas. This is fully in line with our strategy of having our businesses located close to our customers and markets, while at the same time ensuring that our overall leadership mirrors our global footprint."

Mr. De Bellis is a Brazilian national. He holds a Degree in Business Administration from FMU Faculdades Metropolitanas Unidas. In addition, he studied at the London Business School and the Cranfield School of Management.

Prior to joining Archroma, Miguel De Bellis was a Partner at Endura Partners, a management consulting firm. Previously he worked for Croda in Brazil, where he held various positions, including Managing Director, President Specialities Latin America and Member of the Executive Committee, managing a global team based in Europe, USA, Latin America and Asia. Earlier in his career, he held several sales and marketing positions in Brazil and in South America.



Archroma appoints new leader for Emulsion Products and Americas. (Photo: Archroma)

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Archroma is a global color and specialty chemicals company committed to innovation, world-class quality standards, high service levels, cost-efficiency and sustainability. Archroma is headquartered in Reinach near Basel, Switzerland, and operates with approximately 3000 employees over 35 countries. Through its three businesses: Textile Specialties, Paper Solutions and Emulsion Products, Archroma delivers specialized performance and color solutions to meet customer needs in their local markets. Archroma helps people fulfill their desire for products that appeal to their emotions and senses for a greater life experience, by developing beauty- and performance-improving technologies applied to everyday products. Products enhanced, colors enhanced, performance enhanced – “Life enhanced”.

This press release and relevant photography can be downloaded from www.PressReleaseFinder.com.