

# France: CCPA Group Details New Structural Reorganisation

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**19 November 2021 - Further to appointing Olivier Poli as General Manager earlier this year, France's CCPA Group has announced a structural reorganisation, in line with changes to CCPA's governance made in Q1 2021. The reorganisation will be mainly focussed on optimising the resources of a newly-created Research & Innovation Division, the portfolio of brands; all assisted by a series of corporate support functions and strengthened sales teams both in France and overseas.**

“The aim of this project is to give the group the assets it will need to define and deploy the forthcoming strategic plan, following on from the Challenge 2020 plan which has reached completion,” CCPA Group said in a statement. “The organisation thus planned aims to step up the development of the CCPA Group by anticipating market trends for the greater satisfaction of its customers.”

“The central and key role of innovation is reasserted today by the creation of a Research & Innovation Division at a time when the livestock sectors are still undergoing significant transformation in a changing world open to international markets,” CCPA Group added.

Arnaud Wiczorek will be in charge of the new division. Wiczorek has held positions in innovation management for more than five years and was a member of the executive committee and the board of directors at the Roullier Group.

The CCPA Group's three fields of expertise have been clearly defined in the reorganisation.

CCPA Group's services and feed solutions business, which accounts for 82% of the Group's turnover, will be managed by Emilien Dupuis, formerly a Development Director.

The second field of expertise bringing together design, production and marketing of nutritional specialities, feed supplements, minerals and lick cubes under the Deltavit banner accounts for 12% of total turnover. Clément Le Ricousse, formerly EMEA Sales Manager, will be in charge of this segment.

The third field of expertise, that of functional ingredients and manufacture and marketing of additives and specific raw materials currently managed by Novation, the Spanish branch of the CCPA Group, accounts for 6% of the Group's turnover and will continue to be managed by Andres Ortiz.

To support the activities and development of the Group's three fields of expertise, CCPA said it will be relying on a sales force organised by geographical area, taking market specificities into account: France, EMEA, and Asia and the Americas.

CCPA Group also announced several other appointments.

Maëg Videau has been appointed Administrative and Financial Director. Videau began his career at Deutsche Bank consulting on mergers and acquisitions and long-term financing operations, and then gained fifteen years' experience in financial and operations positions at the Loxam and Samsic groups.

Catherine Barbier has been appointed Human Resources Director. The position has been created to strengthen the CCPA Group's Human Resources development policy and focus more particularly on overseeing the Group's expansion into international markets. Catherine's career in HR has included positions in several agri-food groups. Before joining CCPA, she held a similar position at Sanders, for instance, at the Avril Group.