



Orkla finally chooses new CEO

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Manuela Banu, former COO of the local branch of the Norwegian food giant Orkla Foods, has (as of March 1) taken over as CEO, after the Norwegians initially announced they would appoint a new CEO at the beginning of January. The position had been vacant since September last year, after Aliz Kosza, who was at the head of Orkla's operations from 2003 through 2007, decided to leave the company and join paint manufacturer Fabryo Corporation, which is held by businessman Daniel Guzu and investment fund Oresa Ventures. Until March this year, the interim chief executive was Swedish-born Johan Wilhelmsson. "On short term, I will establish the new development strategy and the product categories we will be focusing on, considering the current market conditions," said Manuela Banu, the new CEO of Orkla Foods Romania. Banu, 41, started work at Orkla Foods Romania in 2002, already having six years' experience in the food industry. Among the greatest achievements of the former COO within Orkla, is the coordination of the integration process of Ardealul and Royal Brinklers, companies acquired by the Norwegians during the last three years.

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