

For fresh fruit and vegetable marketing and distribution in Asia



By Maura
Maxwell

Wednesday 2nd December 2020, 15:42 GMT

All change at the top at San Miguel

Pablo Plá to take over from outgoing CEO Romain Corneille leaves the company after six years at its helm



San Miguel Global has named Pablo Plá as its new CEO. From February, he will replace Romain Corneille, who will continue to support the company as an external advisor.

"After six years leading San Miguel, I close this chapter very proud of the journey we have shared and the things we have built together as a team," Corneille said.

"We have settled ourselves as a multi-origin company, strengthening our position in Uruguay and South Africa and incorporated a new site: Peru. We have enhanced our value proposition and deepened the relationship with our customers, diversifying

our portfolio, improving our service and integrating sustainability as a strategic cornerstone."

Plá has more than 20 years of executive and senior management experience. He previously held management positions at Ingredion Southern Cone, General Mills and prior to that he was in charge of marketing at Cerveceria Quilmes and Coca-Cola in Argentina.

"Together with Pablo and the leadership team that you already know, we are working on transitioning to assure the sustainability of the business strategy as well as the wellbeing of the customers and strategic partners," Corneille said.

"The commitment with our customers and the long-term vision will continue to be the decisive factors for the sustained development of our relationships."

Enjoyed this free article from Asiafruit Magazine and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to [Asiafruit Magazine](#).