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By Mike Knowles

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New president for La Linea Verde

Mirco Gilioli takes charge of group's board of directors as new generation looks to secure future path to growth



Mirco Gilioli, La Linea Verde

Mirco Gilioli has been appointed as the new president of Italian company La Linea Verde, one of Europe's leading suppliers of fresh-cut produce and convenience foods.

Gilioli, a highly experienced food technologist and an expert in R&D and quality, has served as a group board member since 2006 and has been with the company since 1994. As such, he knows the Manerbio-based company better than most.

He will now chair the group's board of directors and, crucially, will help to oversee an important transition in terms of the family-run company's management during the coming years.

"Mirco Gilioli is a long-time professional, well-known in the sector, a person who enjoys great trust on the part of the Battagliola family," commented Domenico Battagliola, CEO of La Linea Verde. "We all wish him the most sincere wishes for the new and important task that he has been given."

Under the leadership of Andrea and Carlo Battagliola, the cousins who now run the company started by their fathers Giuseppe and Domenico in 1991, the group is aiming for "lasting" success based on strategic growth at a European level.

The size and complexity of La Linea Verde as a business on the one hand, and the need to think about the future on the other, have apparently prompted its top management to hand over more responsibility to the family's young members.

To that end, and with an eye on ensuring a smooth generational transition, it is adopting a system of governance that gives the board of directors a more central role in the running of the business.

The appointment will also enable Giuseppe Battagliola to pursue a number of new personal projects, Fruitnet understands.

"This is one of those changes that typify

our DNA," added Domenico Battagliola. "Innovation, an integral part of our development strategy, stems from a desire to always stay in the game.

"Change is a positive and necessary evolution to always be one step ahead. It is an expression of our motto 'Change to grow' and the aim is to do our best in facing future challenges as a solid and cohesive team."