CMR GROUP appoints new General Manager

CMR GROUP, a family business in its fifth generation in the Fruit and Vegetable Marketing sector,

faithful to its continuity plan, appointed **Ms. Yesenia Trascastro Pulgar** as GENERAL MANAGER, who took up his new role on January 1, 2023, replacing **Mr. Carles Martí Sousa**, who will maintain the Presidency of the corporation together with his wife, **Ms. Montserrat Inglada Piera**.

Yesenia Trascastro actively joined CMR GROUP in 2021 after collaborating in it as an External Advisor since 2016. During her position as Deputy to General Management, she did a great job in consolidating the Group's strategy, a line that work will continue to overcome future challenges, together with the Management Committee of CMR GROUP, also made up of **Carles Martí Inglada** and **Jordi Martí Inglada**, in their respective positions of International Sales Director and National Sales Director, members of the 5th family generation.

Yesenia Trascastro began her career as an executive in the banking sector, later performing functions as a business advisor, including tax, financial and business strategy areas, and according to her own words "*My intention being in charge of this great family business, and with the collaboration of all the professionals that make up its staff, it is to provide continuity to the business, update business management, and contribute to generating the necessary momentum that will lead us towards a successful future, offering commercial service excellence to our growers and customers as a key factor of our raison d'être*".

You can remember the celebration party that CMR GROUP organized at Fruit Attraction.