



Lozano, Mariano

General Manager
Danone

Mariano LOZANO is an Argentinean citizen and holds an Industrial Engineer Diploma from the University of Buenos Aires, Argentina. He started his career in various sales functions at Cerveceria y Malteria Quilmes, leader of the Argentinean beer market, and was then appointed Sales Director of Pillsbury Argentina. He joined GROUPE DANONE in March, 2000 as General Manager of Logistica La Serenisima S.A., company in charge of sales and distribution for DANONE and La Serenisima products in Argentina. From 2004 to 2006 he was General Manager of DANONE Slovakia and from January 2006 to May 2009 General Manager of DANONE Clover (Pty) in South Africa. Since March 2009, Mariano LOZANO has been General Manager of DANONE Brazil.

DANONE DO BRASIL

Danone began in Brazil in 1970 with the launch of the first yogurt with fruit pulp. The yogurt changed the Brazilian eating habits, and had immediate success, not only because of the characteristics of products - tasty, healthy and nutritious - but also the innovation of its packaging. Only nine months after the launch, the production of yoghurt increased from 6 thousand to 24 thousand pots per hour. In few years Danone increased its product line by launching new versions of its yogurt and new products. In December 2000, Danone acquired the brand Paulista. This acquisition allowed to Danone to consolidate its position in the market of fresh milk products. The union of the two companies made it the largest brand in Brazil, an important step in the expansion of its business in Brazil. Today, the company operates through its plant located in Poços de Caldas (MG). Its main office is located in São Paulo and the company has several sales offices and distribution centers throughout Brazil. For over 30 years in Brazil, Danone is recognized for its ideal to help to increase the welfare of their consumers, always in a pleasant and healthy way.

