Passionate and experienced, she leads the new organization in Italy, Greece and Cyprus

**Mara Panajia is the new General Manager of Cluster WE south Henkel Consumer Brands**

Athens – Henkel appointed **Mara Panajia as General Manager of the new Henkel Consumer Brands Cluster WE south**, effective from April 1st, 2025.

Mrs. Panajia, 54 years old, matured over 25 years of experience in marketing, trade marketing and sales for consumer goods companies.

Current HCB GM and President of Henkel Italy she will lead the new Cluster organization with the aim to improve efficiency, effectiveness and consistency in all Henkel activities, unlocking new opportunities for profitable growth

Mara is a talented and very skilled manager. She has been working in Henkel for 25 years and has grown up in Laundry & Home Care (L&HC) covering different roles in marketing and sales. She spent some years in Düsseldorf as Corporate Vice President with a global responsibility over key brands. In 2018 she came back to Italy as general manager of L&HC, now HBC, and in 2022 she was also appointed President of Henkel Italy. She is a passioned manager, with a clear strategic and business vision. Thanks to her professional and personal history, she can act as an inspiring "role model" both inside and outside Henkel. She is highly committed to gender parity and an inclusive work environment.

“I‘m honored and excited to take on this new role leading the HCB Cluster WE South. I see it as a big opportunity, both in terms of business and for the people involved.  
We will work together to ensure efficiency and consistency in all Henkel activities, unlocking new opportunities for people to grow in a larger team with more responsibility and a broader perspective.“ Mara Panajia says.

Directed and supervised by Mara Panajia, in the new Cluster WE south Henkel Consumer Brands will rely on a highly skilled leadership team, including:

* **Francesca D’Angelo-Valente** will lead **Marketing & Media WE South**
* **Gabriele Manzin** will lead **Sales Italy**
* **Vasilis Anastasopoulos** will lead **Sales Greece & Cyprus**
* **Tommaso Fumagalli** will lead **Commercial Excellence WE South**
* **Raffaele Di Milia** will lead **Sales Controlling WE South**

Additionally, the HCB WE South Leadership Team will be complemented by **Laura Romano**, who will lead **R&D WE South** and **Claudio Mancosu** who will lead **Market Operations WE South**.

Karolina Markiewicz-Kuskowska is taking a new role as GM of Benelux, and this is a step ahead in her career after spending three years in Henkel Hellas.

For additional information about Henkel Hellas, please visit <https://www.henkel.gr>

About Henkel

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The business unit Adhesive Technologies is the global leader in the market for adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in laundry & home care and hair in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2024, Henkel reported sales of more than 21.6 billion euros and adjusted operating profit of around 3.1 billion euros. Henkel’s preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with specific targets. Henkel was founded in 1876 and today employs a diverse team of about 47,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: "Pioneers at heart for the good of generations.” More information at [www.henkel.com](http://www.henkel.com)

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