



Press Release

**FOR IMMEDIATE RELEASE**

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**Empowering Flavor & Scent Innovation:  
Bell Flavors & Fragrances Brazil Announces Strategic  
Leadership Advancements**

*Leveraging Leading Expertise to Propel Continued Growth  
and Excellence in Global Flavor & Fragrance Sector*

**SÃO PAULO, Brazil – April 14, 2025** – Bell Flavors & Fragrances, Inc. (Bell) Brazil is excited to announce a series of strategic leadership promotions aimed at spearheading innovation and fostering continued growth. These key changes reflect the company's commitment to strengthening its core capabilities and reinforcing its position as a global leader in providing cutting-edge flavor and fragrance solutions.

"I am excited for the next stage of growth by our newly promoted Bell Brazil management team. Led by Marco, these veteran leaders have laid a strong foundation since Bell's entry into Brazil. Bell Brazil is now perfectly positioned to accelerate their employee engagement, customer experience, and market growth," exclaims Ron Stark, President & CEO.



**Marco Conte** has been promoted to Bell Brazil's General Manager.

In his new role, Marco will be responsible for spearheading commercial and R&D initiatives, ensuring a strong alignment with operational capabilities, and fostering sustainable growth and innovation across the organization.

Marco earned his bachelor's degree in economics from the University of Campinas and a Master of Business Administration degree in business strategy from Getulio Vargas Institute.

Stepping into his new role, Marco is eager to inspire the Bell Brazil team to live by words of wisdom he's carried with him throughout his career:

- Listen proactively – always.
- Break boundaries with creative solutions that deliver impact.
- Chase your dreams with steady steps, fierce belief, and unshakable persistence.



**André Silva** has been promoted to R&D Technical Manager.

In his new role, André will lead the R&D team, driving cross-functional collaboration, supporting key commercial initiatives and aligning goals with the National Sales Manager.

André earned his bachelor's degree in chemical engineering.



**Igor Florido** has been promoted to National Sales Manager.

In his new role, Igor will be responsible for fostering sales growth, aligning pipeline strategies, and improving success rates across the organization.

Igor possesses strong leadership skills and earned his bachelor's degrees in both chemistry and marketing.



**Giulia Gagliardi Stramandinole** has been promoted to Junior Sales Account Manager.

In her new role, Giulia will oversee key accounts and collaborate closely with the Bell Brazil Commercial team to drive pipeline growth and support long-term sales objectives.

Giulia has proven expertise in quality assurance and customer service and earned her bachelor's degree in food engineering at São Paulo University.

These leadership advancements reflect Bell Brazil's dedication to pushing boundaries, deepening customer connections, and championing creative innovation across its operations. With their forward-thinking leadership and deep industry insights, the team is set to fuel dynamic growth and reimagine the future of taste and fragrance experiences.

For more on Bell Flavors & Fragrances, visit [www.bellff.com](http://www.bellff.com) or follow Bell Flavors & Fragrances on [LinkedIn](#), [X](#), and [Facebook](#).

For media requests, please contact [Kelli Heinz](#), Vice President of Marketing & Industry Affairs.

**About Bell Flavors & Fragrances:**

*Bell Flavors & Fragrances, Inc. is a leading supplier of flavors, fragrances, botanical extracts and ingredient specialties to the food and beverage industry, as well as the household care and personal care industries, offering over 110 years of exceptional customer service and experience. Bell has 11 manufacturing plants worldwide including the United States, Canada, Mexico, Colombia, Brazil, Germany, India, Singapore, Malaysia, and China, with sales offices in more than 60 countries. Bell's global presence allows flexibility in the world marketplace while constantly responding to emerging industry trends with solutions that bring added value and business opportunities to our customers. [www.bellff.com](http://www.bellff.com)*

**Bell Flavors & Fragrances – The Key Ingredient of Your Brand.™**