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Willem Huisman appointed CEO Anova Seafood

Parallel to introducing a renewed strategy, Anova Seafood announces Willem Huisman as new CEO of the company. Constant Mulder, current CEO and co-founder of the company, will enter the position of Non- Executive Director. Willem Huisman (49), co-founder and director at the company, is currently responsible for the frozen and sourcing activities of Anova. Also, Hendrik Colpaert has taken a new position and has been appointed Commercial Director. Colpaert (44) was in recent years responsible for the Marketing and Retail activities of Anova Seafood.

The recently renewed strategy of Anova Seafood is accompanied by a new organizational structure to strengthen the vision to 'create value as supply chain partner'. Mulder explains: "In the past 20 years, Anova has developed itself into an established player in the fish industry that has always remained loyal to its core values on sustainability, quality and innovation. This is something I am very proud of. These values are clearly being recognized by our customers as a solid basis on which long term relationships can be built. This requires a new organizational structure." Huisman continues, "When Constant and I founded the company Anova Seafood as wholesale organization, the product was the main focus. Our passion for the product will always remain the basis for Anova, but this is now being strengthened by a strong customer oriented focus and organizational structure."

The introduction of the strategy is accompanied by a renewed assortment in fresh and frozen consumer products that will contribute to an increased consumption of fish. By offering responsible, pure and natural products to the consumer, which are sustainably sourced through a short and transparent supply chain, Anova Seafood strives to bring the consumer closer to the true taste of fish.

The new organization will be implemented as from January 1st 2015. As Non Executive Director within the board of directors, Mulder will remain strongly involved in the strategy of the company and will remain shareholder of the company.

Anova Seafood is established in 1994 in 's-Hertogenbosch. Since then, the company has evolved into an international supplier of both fresh and frozen fish for European retail and foodservice. With a procurement office in Vietnam, several partnerships worldwide, and daily distribution through one of the 40 platforms in Europe, Anova Seafood is a proud player in the fish industry.
