



**Thursday, August 7<sup>th</sup>, 2014**

**NEWS RELEASE**

**PINEHILL Appoints Dairy Operations Manager**

**PINEHILL HAS A NEW Dairy Operations Manager in Lorenzo Roach.**

The former Beverage Plant Manager at the Barbados Bottling Company Limited (BBC) assumed the role on August 5<sup>th</sup>.

A crucial component of his responsibility will be to engage key stakeholders including members of the farming community, who are integral to the livelihood of PINEHILL. In conjunction with government agencies, the 37 year old manufacturing professional, will seek to strengthen partnerships in the local dairy sector.

With a background steeped in Quality Assurance, Mr. Roach has over a decade of Manufacturing experience. He began his career as a Quality Control Technician, assuming the role of Shift Superintendent and Production Manager in 2004 and 2009 respectively. Later, as Beverage Plant Manager, he assisted in spearheading the recertification of BBC's International Organisation for Standardization (ISO) certifications which included the intensive preparation of the plant for surveillance audits.

Under his leadership, Barbados' lone soft drink plant was also able to realize key product innovations including the 355ml bottle for indigenous brand Frutee, and more recently international franchised brands Coca-Cola and Sprite. He also championed the lightweight cap and bottle used in all BBC products.

With an Executive Diploma in General Management gained at the Cave Hill School of Business, Mr. Roach also possesses certification in Strategic Finance, Production and Operations Management as well as certification in Quantitative Managerial Decision Making. In addition, he holds an Associate Degree in Applied Science in the area of Computer Studies and an Associate Degree in Medical Laboratory Technology, both gained at the Barbados Community College.

“I am energized about the opportunity and look forward to the new challenge with gusto. I will seek to bring the management systems and perspectives to bear from my former role at BBC, having worked with Frutee and Coca-Cola which are respected as heavyweights in the local and international industry. There is strength and equity in the PINEHILL brand and I am eager to work with the team in navigating this new frontier”, he said.



**CAP. 1:** Dairy Operations Manager at PINEHILL, Lorenzo Roach.

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