



BGG Group announces appointment of Global Chief Marketing Officer

[BGG Group](#) announced today that the company has appointed Christian Artaria as the company's Global Chief Marketing Officer (Global CMO), effective immediately. Artaria is a seasoned pharmaceutical and nutritional industry expert who acquired a wealth of business and product management experience during the last 18 years.

Before becoming [BGG Group](#)'s Global CMO, Artaria held a number of senior management and executive positions in sales, business development, licensing, ingredient development and most recently marketing. Artaria holds a Master of Science from the Milan Polytechnic and is specialized in Business Management, Strategy and Marketing (SDA Bocconi, INSEAD).