



Serac Group

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FOR IMMEDIATE RELEASE

Serac MidAm, a subsidiary of Serac Group, welcomes Roxana Rossette as General Manager to Lead Regional Expansion Across Mexico and Latin America

Mexico City, Mexico — May 5, 2025 — Serac Inc. is proud to announce the appointment of **Roxana Rossette** as the new **General Manager of Serac MidAm**, reinforcing the company's commitment to growth and operational excellence throughout Mexico and Latin America.



Roxana Rossette, General Manager

With more than 20 years of experience in commercial and strategic leadership roles, Rossette brings a proven record of driving growth and leading transformation across the food and beverage industry. She has held senior positions at global leaders such as **JBT Corporation**, **GEA Group**, and **SPX Flow**, where she spearheaded regional business development and managed complex sales and project cycles throughout Latin America.

Rossette's expertise spans a broad spectrum of food processing and industrial solutions — including dairy, beverages, meats, packaging, and fruit and vegetable processing. This wide-ranging experience equips her to develop tailored, value-driven strategies that address the unique needs of each sector.

“Joining Serac Group is both a professional milestone and an exciting challenge,” said Rossette. **“It’s a privilege to contribute to a company with such a respected legacy in filling and packaging technologies — not only in food and beverage, but also in high-growth**



markets such as personal care, household products, paint, automotive, and agrochemicals.”

As General Manager, Rossette will lead the establishment and growth of Serac MidAm’s regional operations in Mexico. Her focus will be on building a strong operational, administrative, and commercial foundation to better serve customers and strengthen Serac’s long-term partnerships across Latin America.

“Roxana’s appointment reflects our long-term commitment to the region and our confidence in her leadership,” said **Nicolas Ricard**, Managing Director at Serac Inc. **“Her strategic vision, regional expertise, and customer-first mindset will be essential as we continue to grow in the Americas.”**

About Serac

Serac is a family-owned international group founded over 50 years ago. The Group designs, assembles, and supplies packaging solutions (fillers, cappers, blow molders, turnkey production lines) and services for manufacturers and end users of consumer products—primarily in the dairy, edible oil, sauce, lubricant, personal care, detergent, and fabric softener sectors.

Serac operates 8 manufacturing sites located in the United States (1), France (5), Brazil (1), and Malaysia (1), along with 7 sales offices in India, Indonesia, the United Arab Emirates, Japan, China, Spain, and Mexico.

With over 50 years of experience, more than 6,500 machines have been installed in over 120 countries.

Roxana Rossette

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