

Bic appoints new South East Central Africa general manager

Bic has appointed Marc D'Oliveira as general manager of its South East Central Africa operations. D'Oliveira will be tasked with leading the company's proximity strategy in South East Central Africa as it strives to strengthen its presence and accelerate its development across the region.

According to Bic, D'Oliveira joined the company in 2008 and has since held various key roles, including being the director of finance for the Middle East and Africa region, and also played a pivotal role in the successful expansion of Bic into other African markets in his most recent role within the company.

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