

Lucilene Veira Nunes is BASF's new Director Strategic Marketing for Personal Care Specialties Europe

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Lucilene Veira Nunes (35) was appointed as Director Strategic Marketing for BASF's Personal Care Specialties business in Europe. In this role, she will report to Dirk Mampe, Vice President Business Management for Personal Care Specialties Europe.

Veira joined BASF in 2000 and has held various marketing positions throughout Brazil, England, Spain and Germany. Prior to her appointment, she headed Global Marketing for BASF's Aroma Ingredients business.

Veira holds a Master's degree in Business Administration from Mackenzie Presbyterian University in Brazil.