

Le Bar-sur-Loup, 20 February 2025

## Samantha Mane becomes MANE Group CEO



**The MANE Group, French leader and 5<sup>th</sup> worldwide in flavours and fragrances, announced that Samantha Mane has succeeded her father, Jean Mane, as MANE Group Chairman. Samantha Mane will be the first woman to preside over MANE, the only major international group in the sector to have remained an independent, family-run business.**

Forty-year-old Samantha Mane, who is one of the five members of the fifth generation of the Mane family, is taking the helm at the Group founded in 1871, more than 150 years ago.

‘It is with great enthusiasm and pride that I take on this new responsibility today. I’m thrilled to continue this family-run entrepreneurial adventure and to lead a group with such a wealth of human resources and spirit of innovation.’ says Samantha Mane, CEO of the MANE Group. ‘Our independence and family ownership have enabled us to have a long-term vision and make bold choices for 154 years. I want to build on the Group’s roots, values, creativity and high standards that make us unique, and continue to uphold our commitment to the environment.’

Samantha Mane, one of the five members of the fifth generation of the Mane family to have joined the company, succeeds her father, Jean Mane, who ran the Group from 1995 to 2024. She chose to join the Group in 2006 and officially integrated in 2007. She rose through the ranks and benefited from the best possible training, without compromise, from the former President and the Group’s experienced staff. Her recognised skills and leadership led her in 2016 to the management of MANE’s Europe Middle East & Africa (EMEA) region, the Group’s largest regional market.

## About Samantha Mane

40-year-old Samantha Mane has become the new CEO of the MANE Group, 18 years after she chose to join the company. Samantha will be the fifth generation of the Mane family to take the helm at the eponymous group. Samantha Mane is one of five members of the fifth generation of the Mane family involved in the company in various roles.

Since officially joining the ranks in 2007, she rose through the ranks and benefited from the best possible training, without compromise, from the former President and the Group's experienced staff. Her recognised skills and leadership led her in 2016 to the management of MANE's Europe Middle East & Africa (EMEA) region, the group's largest regional market. She is also Vice President of PRODAROM, a French national union representing manufacturers of ingredients and compositions for the perfume industry.

During her tenure at the MANE Group, Samantha has driven several major transformational and strategic changes. These include creating the Group's flagship location in Paris dedicated to Fine Fragrances, implementing initiatives to promote operational excellence, and digitalising group processes. Under her leadership, the EMEA region more than doubled its sales between 2016 and 2024, despite the COVID crisis synonymous with economic slowdown. A forward-thinking leader, Samantha Mane has put in place the group's market development strategy for the African continent's fast-growing economy. She has successfully committed to maintaining a strong capacity for innovation, with 20% of employees dedicated to the R&D sector, demonstrating her unwavering commitment to prioritising innovation. Samantha Mane has helped grow and diversify the Group's customer base through solid industry partnerships, all whilst creating employment opportunities. Her stance on the environment echoes that of the Group, which has been taking action to protect the climate for many years. She just joined Convention des Entreprises pour le Climat (CEC), a French business collective for the climate.

## About the MANE Group

A 100% independent, family-owned Group, MANE is no. 1 in France and in the top 5 worldwide in the flavours and fragrances sector. The MANE Group has 50 R&D centres and 29 production sites around the world and employs more than 8,000 people in 39 countries.

The Group's family adventure kicked off over 150 years ago, when Victor Mane decided to transform the flowers and plants he grew in the Grasse region into fragrant raw materials. What started out as a small local distillery is now an international company renowned for its innovation and corporate sustainability, with products that combine tradition, expertise and modernity.

Minimising environmental impact has been a priority for MANE since its inception. In 2003, MANE was the first Flavour and Fragrance company to sign the United Nations Global Compact. The Group is involved in [several climate protection initiatives](#), including the Science Based Targets Initiative. Its head office is located in Bar-sur-Loup, in the south-east of France.

Find out more : [www.mane.com](http://www.mane.com)

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