



The global language of business.

***For Immediate Release  
28 April 2006***

## **Vicente Escribano Named Chief Operating Officer of GS1**

***Global standards organisation adds  
supply chain expert to leadership team***

**BRUSSELS, BELGIUM/LAWRENCEVILLE, NJ, May 2, 2006 –**

GS1, the not-for-profit organisation that develops global standards for the identification of goods and services across supply chains, has announced the recent arrival of Vicente Escribano in the position of Chief Operating Officer. Vicente began in this role at GS1 on April 24, 2006.



Vicente, a Spanish national, brings to GS1 a wealth of experience, including significant knowledge of supply chain management issues ranging from procurement and manufacturing to logistics. He has worked in some of the world's most well reputed fast-moving consumer goods and services companies like Procter and Gamble, Benckiser, Chep and Pepsico.

Vicente spent 17 years in a variety of roles at Procter & Gamble, working in Spain, the United States, Puerto Rico and the United Kingdom. In 1989 he was named London Plant Manager, and in 1992 European Beauty Care Product Supply Director.

In 1994, he joined Benckiser as Vice-President, Operations, Spain and Portugal, where he led a turnaround in performance.

In 2000, Vicente changed sectors to become European Vice-President, Operations for Chep, a key player in the execution of major efficiency supply chain initiatives in Europe.

Most recently, he was Spain and Portugal Supply Chain Director for Pepsico, where he led a major initiative to implement a new supply chain model for the company's snacks business.



The global language of business.

Vicente is a long-standing believer in collaborative work efforts between manufacturers and retailers, and has rolled out some important projects in this domain, including an automatic replenishment arrangement between Procter & Gamble and Tesco in the UK (1991); and a pilot ECR project between Benckiser and key retailers in Spain (1996).

Miguel A. Lopera, President and Chief Executive Officer of GS1, says, "*Vicente Escribano is a results-oriented and natural leader, who has excelled in turning around organisations and achieving major performance improvements in all of his previous roles. His people empowerment skills and experience will be a great contribution to GS1. We are all very pleased to welcome him to the GS1 Leadership Team.*"

Vicente has a Chemical Engineering degree from the University of Valencia (Spain). Beyond his native languages of Spanish and Catalan, he speaks fluent English and French, and conversational Italian. His wife Amor is a paediatrician. Vicente will be based at GS1's Global Office in Brussels, Belgium.

### **GS1 Media Contact**

Guy Peereboom

[guy.peereboom@gs1.org](mailto:guy.peereboom@gs1.org)

+32 473 633 373

### **About GS1**

*GS1 is an organisation dedicated to improving the efficiency and visibility of supply and demand chains, globally and across sectors. GS1 is the global language of business.*

*Our diversified portfolio of products, solutions and technologies includes the GS1 System of standards (the most widely used standards system in the world) as well as GS1 BarCodes, GS1 eCom, GS1 GDSN, GS1 EPCglobal and Traceability. GS1 also offers a wide range of services, including training, certification, technical support, and implementation advice.*

*GS1 operates in more than 20 industries and sectors in 101 countries, and addresses all aspects of the supply chain, enabling a million companies of all sizes to execute more than five billion transactions a day.*

*Formed in 2004 from the joining together of EAN International and the Uniform Code Council, Inc (UCC), GS1 is truly global, with Headquarters in Brussels (Belgium) and Princeton, New Jersey (USA).*

*For more information, visit [www.gs1.org](http://www.gs1.org)*