



Press release
21/07/2025 – 15:00 CEST – 9:00 EST

Ontex Appoints 30-year CPG Expert to Accelerate Private Label Growth

Atlanta, United States, July 21, 2025 — Ontex Group NV [EURONEXT: ONTEX], a leading international developer and producer of personal care solutions, has strengthened its North American leadership team with the addition of Sergio Cruz as Vice President Commercial, North America.

With more than 30 years of CPG experience, including 18 years leading international brands at Kimberly-Clark, Cruz now oversees sales, marketing, analytics and brand strategy at Ontex's North American headquarters, advancing business development as the demand for private label products [rises](#) across the U.S.

Since joining Ontex, Cruz has focused on enhancing relationships with major retailers, streamlining commercial operations and developing high-performing teams that drive lasting growth. His leadership supports Ontex's mission to provide private label products that retailers rely on and parents prefer, reinforcing the company's role as a market leader.

"As private label brands continue reshaping the market, Sergio's strategic foresight and global market expertise are more valuable than ever," stated Ontex North America President **Paul Wood**. *"His leadership will help us meet the growing demand for innovative, high-quality personal care solutions and deliver even greater value to our customers and retail partners."*

Enquiries

- Investors Geoffroy Raskin +32 53 33 37 30 investor.relations@ontexglobal.com
- US Media Emily Brice Rochelle +1 919 610 3319 ebrice@fwv-us.com
- Media Catherine Weyne +32 53 33 36 22 corporate.communications@ontexglobal.com

About Ontex

Ontex is a leading international developer and producer of baby care, feminine care and adult care products, both for retailers and healthcare, primarily in Europe and North America. The group employs around 5,500 people, with plants and offices in 12 countries (excl. discontinued operations), and its innovative products are distributed in around 100 countries. [Ontex](#) is headquartered in Aalst, Belgium and is listed on [Euronext Brussel](#), where it is a constituent of the [Bel Mid®](#) index. To keep up with the latest news, visit ontex.com or follow Ontex on [LinkedIn](#).