

Pietro Gheller is the new Director of SCM Wood Division

Pietro Gheller, formerly Product&Markets Director of SCM Wood Division, takes over the running of the same Division and the position previously held by Luigi De Vito who continues as General Manager of Scm Group.

Pietro Gheller was born in Vicenza 48 years ago and, in 1997, took part in the International Business Program at Stockholm School of Economics and in 1999 graduated from the Bocconi University in Milan in Business Economics. Since 2000, over the course of his long professional career, he has held strategic consulting positions and ones of managerial responsibility in sales, commercial marketing and the supply chain, working for important commercial organisations and multinationals in Italy and abroad in the Fast-Moving Consumer Goods, Durable Goods and Industrial Machinery sectors.

In 2019, he joined Scm Group as Sales&Markets Director in the Wood Division, taking charge of and handling the strategic management of more than twenty of the group's branches and the entire operating sales network in Italy and abroad. Under his commercial guidance, SCM increased its direct presence on key markets with new branches opening in Turkey, India, Southeast Asia and the Balkans, as well as establishing strategic commercial partnerships like the one with the Swedish company Randek AB in the systems for timber construction sector.

In 2022, he was appointed SCM's Product&Markets Director, taking charge of the Business Units and, therefore, of the different technologies which make up the group's vast range of products dedicated to the entire secondary wood processing industry.

Since 11 April 2024, he has been Director of the Wood Division, taking charge of SCM's Industrial and Customer Care departments together with the technology and commercial development departments.

"I'd like to thank Scm Group's Board of Directors and General Management for the trust shown in me - says Pietro Gheller - For me, this is the peak of my professional career which has allowed me to acquire important skills in the direct management of global teams and to adopt an increasingly more strategic and focused approach to results. Experiences and skills which I am proud to make use of in managing the Wood Division in every area of expertise. The international macroeconomic context is not yet fully on the industry's side, but we can continue to focus on our team strength, the value of ongoing investments and the Group's financial solidity, to gain further market shares".

Scm Group is a global leader in technologies for machining a wide range of materials and industrial components. Across the globe, the group's companies act as highly reliable partners to leading industries in a wide range of product sectors, from furniture to construction, automotive to aerospace, and yachting to plastic machining.

Scm Group coordinates, supports and develops a system of industrial excellence in 3 large highly specialised production centres in Italy, with a turnover of 900 million Euro, with 4,000 employees and a direct presence on all 5 continents.

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