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Ellen Mackenbach-Lakeman appointed new CEO of Dümmer Orange

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Ellen Mackenbach-Lakeman has been appointed CEO of [Dümmen Orange](#), effective May 1. She will succeed interim CEO Anthony Christiaanse, who successfully led the company through a period of transition over the past year.

Mackenbach-Lakeman has been a member of Dümmen Orange's executive committee since 2020, where she served as chief human resources officer, responsible for developing the company culture, rolling out the sustainability agenda, and leading the global human resources department. Prior to joining Dümmen Orange, she held several management positions in the chemical and distribution industries, with a strong focus on international collaboration.

"It's the right time for the organization to take this next step. Last year, we refined our strategy, and now we are moving forward with full momentum based on that foundation. We are focusing on the product segments and distribution channels where we are strong and have a solid position, enabling us to support our customers with high-quality, innovative products that help them succeed," said Mackenbach-Lakeman. "At the same time, we will continue optimizing our operations and reducing costs, ensuring that we deliver the best possible value to our customers at the right price. Innovation remains at the core of our business. With our modern Breeding Technology Centre and the expertise of our people, we have everything in place to remain at the forefront of developing top-tier genetics. I look forward to continuing my involvement with this wonderful company in my new role as CEO and working together with the team to leverage our knowledge, experience, and innovations for the benefit of both our customers and the ornamental horticulture sector as a whole."

"I look back with great pleasure on a productive period at Dümmen Orange. This is a fantastic company, with incredible people and a loyal customer base that has trusted us for many years," Anthony Christiaanse. "Over the past year, we have made the right strides, and I am confident that Ellen and the team will lead the company towards a successful future with this direction."

"Anthony has expertly guided Dümmen Orange through an important transition. With the arrival of our new owners last year, he brought focus to our strategy and took essential steps in its execution," Henk Pieter van Asselt, chairman of the supervisory board, thanked Anthony Christiaanse for his dedication. "At the same time, we have made substantial progress in further enhancing quality, risk management, and customer satisfaction. The foundation has been laid; we are focused and doing the right things in the right way. Ellen has already made a significant contribution to this as a member of the Executive Committee and will continue this trajectory. I wish her much success."

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