



Marketing & Strategy



Press Release

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NEW APPOINTMENTS SECURE FUTURE GROWTH AT LINPAC

International market leader in fresh food packaging, LINPAC, has made two new appointments to support its marketing and innovation strategy.

Ana Fernandez has taken up the role of director of innovation. Roxanna Walker also comes on board as retail marketing manager, UK.

Ana is well placed to build on the market-leading innovation approach synonymous with LINPAC, due to 26 years' service with the business. She has specialised in innovation-led divisional roles for the past 8 years and has extensive knowledge of the LINPAC packaging innovation strategy.

Ana replaces previous director of innovation, Alan Davey. Alan is a highly regarded figure in the packaging industry and has contributed over 20 years' innovation expertise to LINPAC. Alan retired from the business at the end of September and believes that Ana is an excellent choice for the position.

Alan Davey commented, "I'm delighted that Ana will be taking over the reins as innovation director. Her extensive experience of packaging innovation in the wider business stands her in good stead to hit the ground running."

Ana added: "I'm looking forward to my new role at LINPAC. We'll be implementing new ways of working and processes that complement our existing market leading practices. This will enable growth in line with our business strategy. Working with external partners to drive the innovation programme and bolstering internal connections between the central innovation team and the regions is something I'm excited about."



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In addition to the organisational changes in the central innovation team, Roxanna Walker joins the business to head up the retail marketing team for the UK. Roxanna has a wealth of experience in working with UK and Australian retailers and has previously held positions at Coveris and Jupiter Prestige Group.

In her new position at LINPAC, Roxanna will be responsible for engaging with major retailers to understand their packaging development strategies and with this insight, inform how we innovate in the future to meet the needs of the market and ultimately the consumer. Roxanna described her new role as 'a new and exciting challenge that she's delighted to take on.'

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For further media enquiries, please contact PHD Marketing & Strategy:

Ms. May Norman on may.norman@phdmarketing.co.uk

Mrs. Vicky Zaremba on vicky.zaremba@phdmarketing.co.uk

Tel: +44 1977 708643

Notes to editors

For retailers, packers and food service clients, LINPAC is an international market leader in the production of primary fresh food packaging and food service solutions. We are a multi material technology provider operating across a network of 14 manufacturing sites servicing 71 countries. We champion the reduction of food waste by delivering innovative and efficient packaging solutions. With over 40 years of experience in food packaging safety and security, LINPAC is the most trusted brand in today's market.