

## **AB Agri appoints Simon Heath in new CCO role to drive international expansion**

**Peterborough, 26 January 2022**

- New role defined as part of ambitious five-year growth plans
- Simon brings more than 30 years' senior sales and management experience
- New remit includes business opportunities across three continents

AB Agri has appointed one of its longest-serving leaders to a new role of Chief Commercial Officer (CCO), as part of ambitious and fast-paced growth plans.

Simon Heath, who was previously Managing Director of animal nutrition business unit AB Connect, is now supporting business development and strategy across all divisions of the AB Agri group.

He will oversee plans to expand AB Agri's geographical footprint with a key focus on South East Asia, Central and Eastern Europe and the Americas. In addition, Simon will support the development of the group's product and services in the dairy, swine, and poultry sectors.

AB Agri's CEO José Nobre, says: "With his skills and experience from within our business, Simon is in a unique position to drive our commercial strategy and support me with our mergers and acquisition activities. He will help to ensure we have an aligned, commercial, responsible and sustainable approach to the animal nutrition industry across continents."

Originally from a farming background, Simon has a passion for agriculture as well as three decades' experience having joined AB Agri in the late 1980s as part of a graduate scheme.

His career has included a variety of sales and senior management positions in the UK, US, Canada and China. Most recently at AB Connect, Simon had overseen a turnover of £1 billion and a workforce of more than 760 people.

Simon says: "We already have a diverse portfolio of products and services, and an incredibly talented team. Our intention is to continue investing in our people, our products and our assets and grow our business organically and through acquisitions."

He adds: "I am looking forward to unlocking business opportunities across the world so we can continue to meet our customers' needs and support them in navigating the changes facing our industry, today and in the future."

**- ENDS -**

### **AB Agri**

AB Agri manufactures animal feed, nutrition- and technology-based products and offers data services for the agri-food industry. It operates all along the food industry supply chain. It produces and supplies compound animal feed, feed enzymes, specialised feed ingredients and a range of value-added services to farmers, feed and food manufacturers, processors and retailers.



Associated British Foods is a diversified international food, ingredients and retail group with sales of £13.9bn and 133,000 employees in 53 countries. It has significant businesses in Europe, Africa, the Americas, Asia and Australia. Its aim is to achieve strong, sustainable leadership positions in markets that offer potential for long-term profitable growth. It looks to achieve this through a combination of growth of existing businesses, acquisition of complementary new businesses and achievement of high levels of operating efficiency.

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