

## **Newly Weds Foods European Marketing Director appointed EMEA Marketing Director**

Leading Global ingredients manufacturer Newly Weds Foods is proud to announce the appointment of Charlotte Baird as EMEA Marketing Director. She takes up the position with immediate effect.

Charlotte who has been employed by the company for over 10 years, previously held the position of European Marketing Director and will continue in her day to day role as head of marketing. In addition, she will adopt a more strategic position in the development and implementation of various marketing driven philosophies across several global markets.

Speaking of the appointment, Colin Hitch, Senior European Commercial Director said:

“We recognise that marketing plays an extremely important role in the formulation of our overall strategy. Satisfying our customers’ desire for data, analytics and knowledge is one of our key strengths. The marketing, innovation and commercial teams work cohesively to deliver against our ambitious growth plans in Europe and beyond. Charlotte brings a wealth of experience, commitment and market knowledge to the Management team”

For further information, please contact:

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