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Commercial Sales & Marketing Director Appointment

WYNNSTAY GROUP PLC

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WYNNSTAY GROUP PLC ("Wynnstay" or "the Group")

Appointment of Commercial Sales and Marketing Director

Wynnstay, the agricultural supplies group, is pleased to announce the appointment of Paul Jackson as Commercial Sales and Marketing Director, with effect from 5 July 2021. This appointment completes the Group's new management structure put in place around the end of the last financial year, following a major reorganisation of reporting lines and roles.

Paul will be responsible for leading the development of all sales channels, and will work with the senior executive team to increase the effectiveness of the Group's sales policies and services in line with Wynnstay's strategic plan.

Paul has worked in the UK agriculture sector for over 35 years since graduating from Harper Adams University. He has extensive experience in commercial sales and joins Wynnstay from AB Agri Ltd, the global agri-food subsidiary of Associated British Foods Ltd, which he joined in 2004 and where he was Head of Sales. In this role, he managed sales and strategy for three operations, Trident Feeds, the UK's largest supplier of co-products, KW Alternative Feeds, a leading developer of alternative feeds for livestock, and Amur, leaders in anaerobic digestion, and was responsible for a team of 65 people.

Gareth Davies, Chief Executive Officer of Wynnstay Group plc, commented:

"I am extremely pleased to welcome Paul to the business. He has an extensive understanding of the needs of farmers, having worked in the agricultural industry for over 35 years, and significant sales experience. He joins a talented Wynnstay team, and we all look forward to working with him as we continue with our growth plans."

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