



Press Release

2nd March 2021

New Chairman for the British Brands Group

Today, a new Chairman has been announced for the British Brands Group. Neill Craigie, formerly managing director of PZ Cussons, succeeds Andrew McCarthy.



It was announced at the Group's Annual General Meeting today that Neill Craigie will succeed Andrew McCarthy as its chairman. Andrew has held the role since 2012. The British Brands Group is a not-for-profit membership organisation that helps make the UK a world-class market in which to build brands.

Neill has spent 37 years working for the international consumer products company PZ Cussons in senior commercial roles, most recently as Regional Managing Director for Europe and the Americas, from which he retired in December 2020. On his appointment by the Council, Neill commented, "I am honoured to have been chosen to lead the Group and to build on the outstanding work Andrew has done to grow the Group's scope and influence. I believe passionately in brands and how we all rely on them to make our choices. I take up the role at an exciting time when innovation, export performance and sustainable growth will be essential for the UK's recovery and its new place in the world. Brands have a significant contribution to make to that."

Andrew McCarthy, the outgoing chairman, said, "The Group is extremely fortunate to now have Neill to lead its work. He brings strong commercial experience to the role and he understands well how membership associations like the Group can operate effectively, delivering both for members and the shaping of policy."

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NOTES TO EDITORS

1. Andrew McCarthy was Procter and Gamble's representative on the British Brands Group from 2003 - 2008. On his retirement from P&G in 2011, he was appointed chairman early in 2012. In his nine years as chairman, the Group has more than doubled its membership and become more representative of smaller branded companies which now comprise over 50% of the membership. He committed the Group to making sure the Groceries Code of Practice proved effective, which included it being the first to provide training for suppliers on its use. He encouraged it to broaden its scope to include e-commerce and oversaw the Group's contribution to two major competition merger inquiries, involving Tesco Booker and J Sainsbury Asda.
2. Neill Craigie, in addition to his executive experience with PZ Cussons, has served as Independent Non-Executive Director of the British Triathlon Federation (2010-2018), focusing in particular on its marketing, communication and commercial activities. The British Triathlon Federation is the sport's governing body for the UK, affiliated to the British Olympic Association and funded by UK Sport.
3. The British Brands Group was founded in 1994 as a non-profit-making organisation, owned by its members. Its primary role is to provide the voice for brands, championing their value and speaking out when commercial and regulatory issues threaten the ability of branding to be a positive force. Member companies manufacture familiar and popular branded products in a wide range of product categories and over half are SMEs.

The Group is part of a global network of similar brand associations including AIM, the European Brands Association, of which it is the UK's representative.

For more information on the Group's work and training courses, contact:

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