

Marcus Sherreard – UK Sales Director at Dawn Meats

I am a 44 year old exercise mad 'foodie' married to Caroline with 2 children, Paige (19) and Ryan (18).

I am a food industry professional with experience across the supply chain from farm to fork within the red meat sector. I started life in the industry as a butcher and this has provided me with confidence in my current role as Sales Director for one of the largest red meat companies in Europe. This practical knowledge has also helped in my quest to help improve the consumer experience in the category by constantly challenging industry norms to find new and exciting ways to bring red meat products to the market, in a modern and convenient format.

I have 30 years of food industry experience, with the last 20 years working closely with UK and European retailers to develop our mutual businesses. I am confident that this close interaction and understanding will be a crucial strength to bring to the Food Board and I am looking forward to working as part of a team to achieve the objective of growing food sales in Wales by 30% by 2020