

The Group Executive Committee

The Executive Directors are responsible for implementing and achieving the strategy through the day-to-day running of the business. They are supported by a team of Executives on the Group Executive Committee.



Ian Chree
Group Efficiency
Improvement
Director

Ian joined Finsbury Food Group in 2005. He now has 24 years' experience in the food industry as well as 19 years' experience in process control in non-food manufacturing. Ian's first role in food was in engineering and operations for a prepared vegetable business, before moving to chilled high-care food manufacturing with Food Partners, where he was Managing Director.



Sat Hanspal
Group Purchasing
Director

Sat joined Memory Lane Cakes in 1998 as a Packaging Buyer. Memory Lane was subsequently acquired by Finsbury Food Group and Sat progressed to his current position. After studying Chemical Engineering, Sat started his career with Cima Foods as a Process Controller. He moved to the purchasing side of the business looking after juice procurement and logistics. Cima was acquired by Princes Foods and during his 15 years with the company, Sat progressed to Senior Buyer, before his move to Memory Lane.



Jackie Kent
Group Human
Resources Director

Jackie joined Finsbury Food Group in 2015. She has over 21 years' experience in the food manufacturing sector. Before joining Finsbury she was HR Director at Burton's Biscuit Company for a number of years and also worked in the meat processing sector. Her early roles were operational and HR positions within Rank Hovis McDougall, having completed their graduate programme. Jackie holds a BA Hons degree from the University of Leeds and a Diploma in Personnel Management as well as qualifications in occupational testing.



Frances Swallow
Group Technical
Director

Frances joined Finsbury Food Group in October 2009. She has worked in the food industry for over 30 years, 20 of them at Technical Executive or Director level. Previous positions include senior roles at Greencore, Fresh-Pak, Geest Prepared Foods and United Biscuits in a range of operational, technical, manufacturing and engineering roles.



Simon Staddon
Managing Director
– Bread and
Morning Goods

Simon joined Finsbury Food Group in 2005 as Managing Director of the Nicholas & Harris speciality bread business. Before this he was a Commercial Director at Greencore. This followed a long career at Unigate, having joined after graduating from Manchester University with a degree in Management Sciences. He held many roles within the St. Ivel division, including Sales Director. Simon has been Managing Director of Finsbury's bread business for the last 3 years.



Lawrence Trist
Managing Director
– Cake

Lawrence joined Finsbury Food Group in May 2009 as Cake Sales Director, progressing to his current role in 2015. He offers over 21 years' senior and Board-level experience in the UK FMCG industry. Before joining Finsbury, Lawrence was Director of Sales at Allied Bakeries, having been with the firm for seven years. Prior to this Lawrence had sales roles in the media industry for companies such as Shop Smart and Katz media.