

Media release

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Bellamy's boosts its senior leadership team with two new appointments

Bellamy's is pleased to announce two appointments to its senior leadership team. Andrew Cohen joins Bellamy's in the role of Chief Operations & Strategy Officer and Katherine Henry as Executive Director, People and Culture.

The appointments come following strong demand for Bellamy's products and the company's continued focus on long-term sustainable expansion so that babies all over the world are given access to a pure start to life.

Bellamy's CEO, Laura McBain, said she is excited to welcome both Mr Cohen and Ms Henry to the team, adding the appointments place Bellamy's in an excellent position to leverage the ongoing growth opportunities for the company and continue to build a depth of experience in the senior leadership team.

Cohen brings extensive experience in grocery, retail and FMCG, including successful and extensive China go-to-market experience in vitamins, infant formula and dairy. Prior to joining Bellamy's, Cohen worked as a Partner with Bain & Company where he held a leadership role in Consumer Products and Retail practice. With over 10 years' retail and FMCG experience in management and consulting roles, Cohen has worked with multiple high profile companies to capitalise on the greatest opportunities in the sector and delivering strategies to accelerate growth across multiple platforms, making him the obvious choice for the position.

Speaking on Mr Cohen's appointment, McBain said: "Andrew will build upon the strength of the existing team. His extensive network and experience across Asia, together with his professionalism and diverse skillset, will complement our team's capabilities."

"I am looking forward to working with the team at Bellamy's to help the company reach its potential in existing and new markets as well as expanding its product portfolio. It's an exciting time for Bellamy's and there's a huge opportunity to take the company to the next level," commented Cohen.

Prior to joining Bellamy's, Ms Henry was Group Director, People and Culture at UXC where she was a key contributor to the people strategy and succession planning program during a phase of significant change and growth. Ms Henry has experience across a range of industries including Information Technology Services, Legal, Financial Services,

Professional Services, and Fast Moving Consumer Goods with experience in several geographies including North America, Asia and the UK.

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