

BORD BIA
IRISH FOOD BOARD

Global Retail Forum 2025

Sustainable Commercial Advantage
23rd April

bordbia.ie



Agenda

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TIME	TOPIC	SPEAKER
09:15 - 10:00	Registration - Tea / Coffee	
10:00 - 10:10	Welcome and Setting the Scene	Fiona Twomey, Global Retail Specialist, Bord Bia
10:10 - 10:20	Opening Address	Jim O'Toole, CEO, Bord Bia
10:20 - 10:50	Keynote Address: Commercial Excellence - Unlocking Sustainable Growth	Fiona Dawson, CBE
10:50 - 11:35	Panel Session: Generating and Retaining Sustainable Commercial Advantage	Kevin Duffy, Chief Commercial Officer, Lidl Franck Bardet, Category Director, Biocoop Alison Dunn, Country Manager Ireland, Amazon Kern Kinnear, Head of Beer, Wine and Spirits, Tesco moderated by Karen Coyle, Global Relationships Manager, Bord Bia
11:35 - 11:55	Around the (Retail) World in 20 minutes - Focus on Southeast Asia and US	Sprouts (US) and Tops! (Thailand) interview, moderated by Eimear Hurley, Global Relationships Exec, Bord Bia
11:55 - 12:20	Comfort Break	

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TIME	TOPIC	SPEAKER
12:20 - 12:40	Consumer Trends driving European Retail	Maria Castroviejo, Senior Analyst, Consumer Foods Team, Rabobank
12:40 - 13:25	Panel Session 2: Smart Investments	Maria Castroviejo, Senior Analyst, Consumer Foods Team, Rabobank Laurence Kelly, Buying and Pricing Director, ALDI John Murray, Director, Client and Stakeholder Engagement, Bord Bia Roisin O Shea, Senior Investment Manager, Irish Strategic Investment Fund moderated by Shane Hamill, Global Business Development Director, Bord Bia
13:25 - 13:45	Fireside chat with Ciara Dilley: Creating and Sustaining Strong Brands	Ciara Dilley, Senior VP Growth Portfolio, PepsiCo
13:45 - 13:50	Closing Remarks	Fiona Twomey
13:50 - 14:30	Lunch and Networking	

Speakers

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Jim O'Toole
CEO, Bord Bia

Jim O'Toole was appointed Chief Executive Officer of Bord Bia in November 2022. Previously, Jim held the role of Chief Executive Officer, Bord Iascaigh Mhara (BIM), Ireland's Seafood Development Agency from April 2017 to October 2022. Prior to this, Jim held several senior positions in Bord Bia, including spearheading the development of Origin Green, the world's only national food and drink sustainability programme. O'Toole also gained extensive experience in the global marketplace having spent 15 years managing Bord Bia offices in London, Milan and Paris. A Board Member of the Irish National Accreditation Board (INAB), Jim holds a Master's Degree in Agricultural Science from University College Dublin. He has completed professional development programmes at Ashridge Business School, Cranfield University, UCD Michael Smurfit Graduate Business School and Harvard Business School.



Fiona Twomey
Global Retail Specialist, Bord Bia

Fiona joined Bord Bia in 2020. As Global Retail Specialist, she has responsibility for managing Bord Bia's relationship with Irish and Global retailers across multiple touchpoints and sectors. Her focus is on supporting Irish food and drink producers to establish and retain commercial advantage with priority retail customers. Prior to joining Bord Bia, Fiona held roles with ARYZTA and PwC in the UK across insight, category management and commercial functions. Fiona has an MSc in Food Business Strategy from UCD Smurfit Business School and is a Commerce and French graduate of University College Cork.



Fiona Dawson
Chair, SID, Non Executive
Director, and Trustee

Fiona Dawson currently sits on a number of boards including LEGO, Marks and Spencer, (SID and chair of Remuneration committee), Reckitt (chair of Remuneration committee) and Kerry Group (chair of Sustainability committee). She is also a trustee of the Social Mobility Foundation and Chairs the Chartered Management Institute (CMI). Fiona was a Global President for Mars, having worked there for over 30 years, responsible for Foods, Multi-sales and Global Customers. During that time, she was also President of IGD, Vice President of FDF, chair of the Women's Business Council and an advisor to a number of Government departments including DfID and DEFRA.



Karen Coyle
Global Relationship Manager, Bord Bia

As Bord Bia's Head of Global Relationships, Karen leads a team of Specialists who manage Bord Bia's engagement with global customers of Irish food and beverage products across the retail, foodservice and manufacturing channels; plus key customers in the Irish market. Previously, Karen spent 10 years in New York, responsible for the execution of Bord Bia's North America strategy, assisting Irish food and beverage manufacturers assess market opportunities, get market ready and once selling, identify and engage new customer targets. Before joining Bord Bia, Karen's brand marketing career spanned a range of market-leading Irish food and drink brands selling in the Irish and international markets, including Ballygowan, Cuisine de France and Brady Family Ham.

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Kern Kinnear
Senior Buyer, Tesco Ireland

As Senior Buyer at Tesco Ireland, Kern Kinnear leads the Beer, Wines and Spirits category, driving strategy, supplier relationships, and innovation across this dynamic sector. Kern brings a wealth of experience from across the FMCG industry, having worked with leading suppliers such as Tipperary Water, Fonterra (New Zealand/Middle East), and Danone. Since joining Tesco Ireland in 2007, he has held a variety of commercial buying roles spanning Grocery, Health and Beauty, Dairy, and Produce. Kern's supplier/retailer industry knowledge and cross-category expertise make him a key contributor to Tesco Ireland's continued growth and customer offering.



Kevin Duffy
Chief Commercial Officer, Lidl Ireland

Kevin Duffy is the Chief Commercial Officer for Lidl Ireland and Northern Ireland. Kevin is responsible for leading Lidl's commercial strategy that brings Lidl's award-winning quality and value to more than 2 million weekly shoppers on the island of Ireland. Kevin's business area includes both Food and Non Food buying, promotional activity, responsible sourcing and branding and packaging. A Chartered Surveyor, Kevin originally joined Lidl in 2010 as Construction Manager and through the years has held roles in various areas of the business locally and internationally including Construction, Property and Buying. Kevin is a fluent German speaker and holds a Bachelor's Degree in Construction, Economics and Management from Limerick Institute of Technology and has completed Executive Development Programmes in Coaching and Project Management from ILM.



Franck Bardet
Category Director, Biocoop

Franck Bardet joined Biocoop in the early 1990s, shortly after its establishment in France. In its early days, Biocoop adopted a cooperative structure. Every store is an independent member of the cooperative as well as a number of the producer organisations supplying the Biocoop network. Biocoop has a unique approach to developing the agricultural supply chain, partnering with producers to distribute the new products they choose to grow or create. Franck has played a pivotal role in growing Biocoop to become the leading Organic retailer in France with a 44% market share. Franck, initially focused on setting up the distribution of fresh produce, has also held responsibility for a variety of categories namely - fresh meat, dairy, seafood, egg and honey. Franck continues to lead on the prospecting and monitoring of these sectors for Biocoop.



Alison Dunn
Country Manager, Amazon Ireland

Alison is the Country Manager for Amazon in Ireland overseeing Amazon.ie and the company's retail business. Alison has been at Amazon for almost a decade, where she worked across a variety of roles in retail including vendor services, marketing, product management, and customer experience. Her expertise further expanded during her tenure as Digital Innovation leader at Amazon Web Services (AWS), where Alison worked closely with C-suite executives from some of the world's largest corporations, pioneering the development of industry-first Generative AI solutions across multiple industries. Prior to joining Amazon, Alison held various positions including consulting with top grocers including Tesco, Sainsbury's and Asda on customer and category strategies. Alison is Dublin-born and based, has a passion for innovation, a deep understanding of the Irish market, and a commitment to lead with a customer-centric vision.

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Eimear Hurley
International Graduate, Bord Bia

Eimear joined Bord Bia in 2023 as part of the International Graduate Programme and is currently an executive on the Global Relationships team. She supports the development and management of strategic partnerships with key retail and foodservice customers across Ireland, helping to drive commercial opportunities for Irish food and drink producers. Eimear holds a degree in Food Marketing and Entrepreneurship from University College Cork, graduating in 2023, and is currently completing a Master's in Global Business Practice at UCD Smurfit Graduate Business School. Prior to joining Bord Bia, she gained industry experience working in logistics with Lidl.



Maria Castroviejo
Senior Analyst, Consumer Foods Team, Rabobank

Maria Castroviejo is a senior analyst within the Consumer Foods team at Rabobank's RaboResearch Food and Agribusiness. Based in Utrecht, her focus is the European market, including consumer behaviour and developments in the European foodservices industry. Maria has been an analyst for Rabobank since 2005. Prior to that, she worked for thirteen years as an equity analyst for several financial institutions in Madrid, Paris and London. Maria studied business and economics in Deusto Business School (Spain) and Edhec (France) and is a member of the Spanish Financial Analysts Institute (IEAF).



Shane Hamill
Director, Global Business Development, Bord Bia

Shane Hamill is Bord Bia's Director of Global Business Development, managing a global team across 15 geographies that aims to grow the value of Irish food and drinks exports. Previously, Shane was Bord Bia's Strategic Projects Manager, leading key programmes, including the State Agency's response to Brexit and Covid-19. Prior to this he worked as an agribusiness consultant for the UN Food and Agriculture Organisation (FAO) in Rome and at Landmark Public Affairs, a Brussels-based firm where he advised leading food and drink multinationals on EU policy and regulation.



Laurence Kelly
Buying and Pricing Director, ALDI

Laurence Kelly is Buying and Pricing Director at ALDI Ireland. Laurence has worked with ALDI for over eleven years, holding various roles in multiple ALDI countries. Laurence started in Operations in Ireland and has worked with ALDI Australia in both Operations and Corporate Project roles, before moving to ALDI UK where he worked as a Buying Director across a number of categories. Laurence returned to ALDI Ireland in 2022 and is currently responsible for the ALDI Pricing Team as well as Fresh and Ambient Buying category teams.

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John Murray
Director, Client and Stakeholder
Engagement, Bord Bia

John Murray is the Director of Client and Stakeholder Engagement with Bord Bia. Within his role he has responsibility for client engagement and driving sector strategic plans, which includes optimising growth supports and services. He joined from Kerry Group where he held senior roles in commercial and strategy development across the European business. Prior to this, John worked in specialist dairy commercial roles with Ornuia in both the UK and Ireland. He also has experience in retail procurement in the protein sector and, working in agri-food public communications with an Irish non for profit. He is a UCD Agricultural Science graduate, and hails from (west) Waterford originally.



Roisin O'Shea
Senior Investment Manager, ISIF

Roisin O'Shea is a Senior Investment Manager in the Ireland Strategic Investment Fund (ISIF) where she focuses on the Food, Agriculture and Marine Sector. Her investment approach is rooted in her own experience of working in the food sector. She held various senior commercial roles in the UK and Ireland in both indigenous companies (Valeo, Boyne Valley, Carbery) as well as Multinationals such as Pepsico and Danone. Prior to joining the Ireland Strategic Investment Fund, she was Head of the Food and Drink Sector for Bank of Ireland. She is a Non-Executive Director with SPADE a Dublin not for profit Enterprise Centre that is focused on food start-ups. She holds a Law Degree from UCC and an MBA from University of Warwick. She lives in Rathfarnham with a husband, two teenage daughters and a very unruly dog!



Ciara Dilley
Senior VP Growth Portfolio, PepsiCo

Ciara is PepsiCo's Senior Vice President for the Future Growth Portfolio. Ciara also oversees PepsiCo's FIFA 2026 World Cup Activation and Marketing Capability. Ciara has been with PepsiCo for 10 years where she has held a number of senior brand marketing and innovation roles in both the Global and North America teams. She has built a strong expertise on identifying future consumer needs in the Healthier eating area and has led a range of pivotal programs on Renovating Core brands as well as accelerating the Permissible brand portfolio. She created a new Vision to Democratize Permissible snacking, accelerating the performance of this portfolio of brands delivering double digit growth year on year. Ciara oversaw the highly successful acquisition and integration of Popcorners' brand to the portfolio.

In her recent Global marketing role Ciara has led the Global Lay's UCL and UWCL programs which drove strong business growth and were awarded 7 Cannes Lions at the prestigious advertising festival. Ciara has 25 of years of Marketing experience and prior to her PepsiCo career, has held a variety of senior Marketing, Innovation and Category leadership roles in leading CPG organizations including Diageo, Campbell's and Kellogg. Originally from Co.Louth, Ireland, Ciara and her family live in the Dallas area where her 2 teenage boys keep her busy with their many endeavors including ice hockey, soccer, quiz bowl and Theatre!

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