



Simon Talbot

**Chief Executive Officer
National Farmers' Federation**

Education

MBA / MBt UNSW
BSc UTAS

Memberships

Director Australian Association of National Advertisers
Board Member Advertising Standards Bureau

Simon Talbot has been a Director at Mondelez International (Kraft/Cadbury) for seven years, heading the corporate affairs function for Australia and New Zealand, and leading agricultural investment across Mondelez International's fast-growing Asia Pacific region where he is responsible for the development and execution of food strategies in Australia, New Zealand, China, Vietnam and Indonesia.

Simon is an extensive contributor to food manufacturing and Asian Century policy. He has led the development of an extensive and collaborative white paper addressing how Australian food processing and associated agricultural supply chain can substantially improve its innovation capacity and competitiveness as an industry. The paper outlines economic and other critical requirements required to develop a successful innovation hub and a strategy to advance food manufacturing in Australia and into Asia.

Simon was instrumental in the design and launch of Mondelez International's Asia Pacific Food Innovation Centre at Ringwood in 2013, following the company's largest ever Australia investment in new technologies and innovations. The centre brings together farmers, industry, higher education, technology and collaborative programs to deliver world-class innovations.

Simon has extensive knowledge of the success of Asian R&D centres, leading study tours to investigate hub and network innovation centres in Singapore and China. Simon has previously held advisory roles at Federal and various state governments levels, providing insight into manufacturing, sustainable food production in the Asian century and economic development opportunities.

Prior to working for Mondelez International, Simon was employed in corporate affairs and sustainability for mining, forestry, construction and consultancy fields.

He possesses a Bachelor of Science and was the dux of his MBA course specialising in organisational strategy. These qualifications have enabled him to work in over seven countries across diverse issues from indigenous rights, corporate branding, through to critical incident management and sustainable economic systems.

As a Director of the Australian Association of National Advertisers and board member of the Advertising Standards Bureau, Simon has supported the development and promotion of advertising codes and the broader agenda of protecting Australia's \$50 billion advertising and marketing industry.

Simon and his wife and four children operate a Murray Grey stud in Northern Tasmania and have a number of agriculture supply chain investments.