

Having specialised in marketing at university, Graeme joined McDonald's working in both operational and marketing roles, before making a move into consumer insight and analysis within the pubs and brewing industry. Joining Greggs plc almost 14 years ago, initially to drive the development of their customer and market insight, he has worked in a variety of different roles covering category management and brand marketing and now heads up the customer and marketing team for what is the UK's largest retail bakery business.