

Cranswick chief operating officer appointed to group board after sales smash £2b

Leading food producer Cranswick has appointed two new directors to the board.

Group chief operating officer Chris Aldersley is joined by the independent non-executive appointment of Yetunde Hofmann.

Mr Aldersley joined the Hull-headquartered firm in 1998, working in a variety of senior management roles before taking the COO position in 2015.

Read more: [City praise for Hull food giant Cranswick's performance against 'strong headwinds'](#)

He is responsible for managing the operations at the group's four primary processing and 16 added value facilities, and also for its agricultural operations, which support the group's vertically integrated supply chain strategy.

It is a move described as in recognition of the "contribution to the group and central importance of his role going forward to the delivery of the long-term strategy".

Analysts have recently praised the stable senior management team for recent successes.

Ms Hofmann is the managing director of Synchrony Development Consulting, an international leadership and change consultancy and the founder of Solaris Global Executive Leadership Development. She is also a trustee at the Institute of Business Ethics and a visiting fellow at the University of Reading's Henley Business School of Marketing and Reputation.

She joins pork and poultry focused Cranswick – which [hit sales](#)

[of £2 billion last year](#) – already holding the same position with natural ingredients specialist Treatt, and will become a member of the audit, remuneration, nomination and ESG committees. Mr Aldersley joins her on the latter.

Announcing the appointments to the City, Tim Smith, chair of FTSE-listed Cranswick Plc, said: “I am delighted that Yetunde and Chris will join our board.

“Yetunde’s experience will complement our existing board. She has an established track record of mentoring and developing performance, talent and leadership strategies across a range of organisations, which will be invaluable to Cranswick.

“Chris’s role at Cranswick has grown with the rapid development of the group and he has been central to facing the challenges presented in recent times by Brexit and the Covid-19 pandemic. Chris helps deliver our Second Nature sustainability strategy. I am pleased his contribution is recognised with his appointment to the board.”

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