



Mark Roper has worked in FMCG Sales & Marketing for the last 13 years, leading the NZ Marketing team at Sanitarium for the last 6.

Working across **Sanitarium's** many Breakfast Cereal, Spreads and Beverages brands he and his team continue to build Sanitarium's proud heritage as a trusted Kiwi favourite.

As well as product marketing, community initiatives such as the annual Weet-Bix Tryathlon and recently established Kickstart Breakfast program, providing breakfast to kids in 400 schools nationwide, have been a major focus, building consumer loyalty and connection.