

BIO SHEET

Rhoda LANE-O'KELLY **Director - Europe, Middle East & Africa**

Rhoda LANE-O'KELLY is The Consumer Goods Forum (CGF) Director of Europe, Middle East & Africa, with overall responsibility for membership engagement and growth in the region. This includes the development of related boards to implement CGF's strategic initiatives throughout the region. CGF is a CEO-led organisation that helps the world's retailers and consumer goods manufacturers to collaborate, alongside other key stakeholders, to secure consumer trust and drive positive change, including greater efficiency. Rhoda is also a member of The Consumer Goods Forum Management Committee.

Previously, Rhoda led *Knowledge & Best Practice Sharing* at CGF, with overall responsibility for the global organisation's Knowledge Platform and its related activities. She piloted and grew the organisation's CEO flagship event, *The Global Summit*, for over 15 years. In addition, she led the CGF's international leadership programme.

Joining CIES - The Food Business Forum in 1994 (now CGF), Rhoda focused on the operational side of the global food business, developing and positioning the organisation's IT and Supply Chain activities as the industry's leading-edge forums and knowledge products. Rhoda keeps a finger on the pulse of thought-leadership in this fast-moving industry, managing related CGF committees to anticipate member needs. She develops new themes, has consistently secured key event sponsorships, and convinces opinion-leaders and trend-makers from all walks of life to share their experience and insights with the organisation's 400 members.

Prior to joining the Forum, Rhoda brought her international background in the consumer goods and export business to the launch of Disneyland Paris in 1992, where she developed promotional campaigns and marketing/loyalty programmes for the destination's corporate sponsors including BNP, Coca-Cola, Kodak, Mattel, Nestlé and Renault. From 1986-1992, Rhoda was Export Marketing Manager for Ballygowan Spring Water, a start-up premium brand in her native Ireland and now a market leader.

Rhoda holds a BA with Honours in Languages and International Marketing from Dublin City University. She completed post-graduate studies in Export Marketing Management at the Irish Institute for European Affairs and the University of Louvain La Neuve in Belgium. Rhoda is a keen swimmer and passionate about art. She is an Irish national, is married, and the very proud mother of an active teenage boy.