



GCCA Europe Future Leader Presentation

Ben Price – Grocontinental (AGRO Merchants Group)

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My role at Grocontinental

- Commercial Manager for Grocontinental, now part of the AGRO Merchants Group
- Brief overview of Grocontinental
- My 10 years with the business

The dynamic industry we operate in

- Constantly evolving
- Opportunities for growth and progression
- Food industry consolidation now being replicated in our industry
- Economic influences and the associated challenges

The personal challenges

- The retirement of our Commercial Director
- Managing, leading, and influencing others
- Adapting to a new way of working under AGRO Merchants

This award

- The recognition
- The opportunity to learn, grow, meet new people, and represent the company I work for
- A sense of pride

Thank you for your time and this opportunity