

## **BAPTISTE TELLIER**

### **VICE PRESIDENT, FALL LINE CAPITAL**



Baptiste Tellier is Vice President at Fall Line Capital focused on farm management, data analysis and deal sourcing. Prior to Fall Line, he participated in the creation and implementation of a best practices programme across over 200 farmers for Nestle in France in order to achieve higher and more consistent quality from its supplier base. He is also a former farm operations intern at The Mitchell Farm (Iowa, USA) where he ran several agronomic studies regarding corn yield. Baptiste has direct farming experience on three continents and has an MS in

Agronomy and a BS in Agricultural Engineering from AgroParisTech University.

## HEATHER MCGREGOR CBE (MRS MONEYPENNY)



Heather McGregor is a former investment banker and has an MBA from the London Business School and a PhD from the University of Hong Kong. As her alter-ego, Mrs Moneypenny, she began writing for the *Financial Times* in 1999 while based in Tokyo, then later in Hong Kong and Singapore. Subsequently, she returned to the UK and bought into a small but profitable business in the west end of London, where she was the youngest and worst-groomed of four owner-directors. She later led a management buyout and is now the majority owner. She runs her own business while juggling three children (Cost Centres #1, #2 and #3) and a sport-obsessed husband, all of whom were subjected to relentless scrutiny and humour in her weekly column. She has been described as 'provocative, hilarious and wise' as she advocates hard work, delegation, self-promotion and financial literacy as the key skills of successful women.

Author of a number of books, the most recent, *Moneypenny's Financial Advice for Independent Women* was published in April 2014 by Portfolio Penguin. It is the follow-up to *Mrs Moneypenny's Careers Advice for Ambitious Women* (2012) which was a bestseller not only in the UK but in many other countries thereafter, including Italy, Brazil, France, China and the USA where its title was *Sharpen Your Heels*. Previous titles include *Mrs Moneypenny: Survival in the City* (2003), *Mrs Moneypenny: Email from Tokyo* (2006), *Mrs Moneypenny Returns* (2008) and *Mrs Moneypenny: Crunch Time* (2009).

On television, she is best known for presenting the UK Channel 4 series *Superscrimpers*. Since 2011, she has presented four primetime series, *Superscrimpers Challenge*, a 20 episode daytime version, plus a number of *Superscrimper Specials*. Other recent television appearances include *Come Dine With Me*, *Celebrity University Challenge* and *The Review Show*.

On stage *At Home with Mrs Moneypenny* enjoyed a sell-out run at the Edinburgh Fringe 2010, followed by a season in New York off-Broadway at the 59E59th Street Theatre. In 2013, she returned to the Fringe in *Mrs Moneypenny Returns*.

Heather has recently been awarded the CBE.

## **SARAH DUNNING, OBE**

### **CHIEF EXECUTIVE, WESTMORLAND LTD**



Sarah started running the family business in 2005, after several years of working in the city for N M Rothschild and as a headhunter. First and foremost, Sarah sees herself as the champion of the business's values, ensuring that they are the compass for everything the business undertakes. She loves food and constantly strives to strengthen the business's food approach through its home-made food and its relationship with many artisan and local producers. She works closely with her sister, Jane, who looks after the family's farm interests, and together they ensure that the connection between the farm and business remain strong.

## POUL HOVESEN



Poul Hovesen left his native Denmark in 1987 to join Sir John White's Norfolk Estate as Farm Manager. During the 28 years that Poul has worked for the Salle Estate, the farming operation has grown from 1000 hectares to just over 2000 hectares. In 2005 the Salle Estate took on the management of an 900 hectare Polish arable estate, North West of Gdansk, and following its purchase in 2012 has continued to build on its reputation as a premium producer of seed potatoes.

In 2011 Poul joined the Holkham farming company as its Director of Farming and is developing the in house farming operation of 3000 hectares, on this iconic Norfolk estate in the ownership of the Earls of Leicester.

Poul has a continuing interest in long term sustainable agriculture and works closely with the University of East Anglia, BBRO and Agritech East on a number of projects in this area.

Awarded the Sir Timothy Colman prize for his contribution to farming food and the countryside in 2014, Poul was also awarded the prestigious Farmers Weekly Awards of Arable Farmer of the Year in 2014 together with the overall Farmer of the Year award in the same year.

## **JANE KING**

### **CHIEF EXECUTIVE, AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD (AHDB)**



Jane is a former Editor and Editorial Director of the Farmers Weekly Group and during her time at Farmers Weekly, Jane oversaw a complete repositioning of the title, revitalising its products, developing new services and overseeing organisational change. As a senior executive at Reed Business Information (RBI) for over 30 years, Jane also had significant experience providing information and services to a range of industries as diverse as retail, health, social care, employment law and hospitality.

She joined the AHDB in February 2015 as CEO and has been involved in conducting a review of the organisation with a view to driving growth, improved competitiveness and sustainability for the industry.