

Simon Strauss, Vice President Strategy & Retention – Linehaul Linfox Australia Pty Ltd

Originally a Food Scientist, with more than 25 years international and domestic success in the leading FMCG and Supply Chain organisations Mars, Inc. and Linfox P/L, Simon's roles have covered a tremendous breadth including R&D and Quality, plant and production line start ups, local and international business development, marketing and sales, pipeline efficiency, product, packaging and process development, cost saving, inventory reduction and service level improvement; and logistics.

Joining Linfox to complement the team with a customer perspective, Simon has worked with a number of leading companies in Australasia: Arnott's, Aspen Pharmaceutical, BATA, David Jones, GHPL (K-Mart and Target brands), Goodman Fielder, Heinz, Imperial Tobacco, Kellogg, Kerry Ingredients, Kraft, Mars, Minor Foods (Thailand), Mundipharma, Myer, Nestle, Philip Morris, Sanitarium, SCA and Simplot. The supply chain scope of these customers has including everything from automated warehousing, vending, route and home delivery work, local transport and shuttle services, WMS and HACCP.

As the Greenfox Business Unit convenor, Simon has helped pioneer CO₂-equivalent KPI reporting and fostered site and operations' initiatives such as Linfox's Eco-drive program.