



Australian Agricultural Company Limited
ABN 15 010 892 270

AACo appoints new Non-Executive Board Director

Wednesday, 15 November 2017

The Board of Australian Agricultural Company (AACo) today announced the appointment of Jessica Rudd as a non-executive director. Ms Rudd's appointment is effective immediately.

AACo's Chairman Donald McGauchie AO said, "Ms Rudd's extensive marketing and digital expertise will enhance the Board's skills base and bring an added dimension to Board discussions given her generational perspective and deep understanding of markets, especially Asian markets."

Ms Rudd is Founder and Managing Director of Jessica's Suitcase, an online retailer of Australian lifestyle products into China. In 2016 she was appointed Australia and New Zealand Lifestyle Ambassador for Alibaba.

Ms Rudd began her career as a media and IP lawyer before leaving the profession to work in crisis communications and as a contributor to print and broadcast media. She lived in Beijing for 5 years where she gained a nuanced knowledge of demand for quality Australian brands.

"I am pleased to be joining AACo. Australia's oldest company is also one of its most innovative and I join the board at a time when the path from Australian paddock to global plate has never been faster. I look forward to being a part of this company's future."

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