

pladis

M&Vities GODIVA ULKER

Geraldine Fraser

Chief Human Resources Officer



Geraldine joined pladis in July 2023 as Chief Human Resources Officer.

Prior to joining pladis, Geraldine worked for Royal FrieslandCampina, a Dutch multinational nutrition company. She joined as regional Human Resources Director for Asia in 2014, then in 2018 moved to the Netherlands to become Chief People Officer and a member of the Executive Leadership team. In 2021 she was appointed to the Executive Board.

Before Royal FrieslandCampina, Geraldine spent 16 years with Diageo in various Human Resources roles in a range of countries and across a number of capacities. She was actively involved in the establishment of shared services in Europe and held HR Director roles for both Canada and the business' global marketing, sales and innovation groups during this time. Geraldine then went on to manage the organisation development strategy and activity for Diageo globally as Global Organisation Development Director and spent her last four years as regional Human Resources Director for Asia Pacific, based in Singapore.

Geraldine has also worked for Toyota in the United Kingdom and British Petroleum in New Zealand.

Geraldine has a Degree in Physical Education (Science) from the University of Otago and a post graduate diploma in Business from Massey University in New Zealand.

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