



PRESS INFORMATION

Issued on behalf of: Metal Packaging Manufacturers Association (MPMA)

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FELL TAKES THE HELM AT MPMA

Robert Fell appointed as new CEO and director of Metal Packaging Manufacturers Association

Former MPMA Council Member and acting chairman, Robert Fell, has re-joined the Association as Director and CEO.

Fell brings a wealth of industry experience to the role having spent three years as chief executive of British Metals Recycling Association; 14 years as a senior R&D manager at Ardagh Group; and 17 years at Crown Corporate Technology working across a range of scientific research and operational roles.

“Robert is well known and widely respected across our industry and joins the MPMA as its members face a raft of complex issues such as Brexit, the DRS consultation, and an ever increasing focus on the environment,” said MPMA Chairman, Aidan Ruddock, Crown Food Europe.

“His considerable knowledge and experience will be of enormous value to the ongoing work of our association in addressing these and other issues.”

Robert Fell added:

“Recent events have intensified the drive for environmentally sustainable packaging as never before and it is vital that metal’s superb credentials in this respect are heard and understood. This is a big role and I very much looking forward to working with the association’s committees and the industry’s wider sector groups in meeting the challenges ahead of us.”

Fell succeeds William Boyd who stepped down as MPMA CEO after three years to return to the USA.

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