



Ian Neeland
Managing Director,
Nooka Systems

Managing Director and principal, Ian Neeland, provides the key focal point and brings a fresh approach to the consulting services of Nooka Systems. Ian has extensive expertise in agribusiness, including manufacturing, wholesaling and retailing in the fresh food sector developed over more than three decades.

In the 1990s his work included the successful management restructure of a \$90 million agribusiness loan portfolio supporting growers, manufacturers and exporters in the sector.

Moving to Asia, Ian took up the role of Vice President with a leading salad and fresh vegetable producer in China, growing the business to become Asia's largest lettuce producer supplying more than 200 KFC stores in East China and an extensive export program to Japan and SE Asia.

In 2004, Ian joined Coles Group as National Fresh Produce Buyer responsible for more than \$500 million sales per annum. His next role was to introduce an integrated reusable packaging system into the Coles fresh produce supply chain throughout Australia servicing 450 growers and 700 stores.

Ian left Coles in early 2008 to pursue further opportunities in the food industry and is now principal of Nooka Systems, an Australian-based private company with operations in Australia, Asia and the United States.

Nooka Systems works with clients who wish to secure the financial and brand benefits of end-to-end supply chain transformation through expertise in Reusable Transport Packaging (RTPs) systems.

Nooka has extensive experience in the commercialisation of new products from concept through to launch and specialises in custom designed packaging as a component of the support to food enterprises.

Ian has a track record of excellence in food and packaging businesses combined with outstanding skills in business development, supply chain transformation and people management in both B2B and B2C environments.

