

# Matthieu Lambeaux

## Findus France



Matthieu is the Managing Director of Findus France (Foodvest \* ) since 2005 with Findus being the No 1 frozen food company in France with sales of 250million €.

Previously and since 2001, Matthieu took different roles such as Vice president R&D and innovation as well as European Marketing Director for the group.

Matthieu is one of the driver in France the idea of fish sustainability. Today Findus France guarantees that 100% of its fish is sourced from fisheries that corresponds to 10 principles ensuring that not only the fish is from legally but also matches requirements on the health of the fish stocks, the management of the fisheries and its impact on the eco systems. Today Findus France sells 75% of the volume of MSC certified fish sold in France.

Matthieu has worked extensively with many stakeholders in France and signed in April 2008 with Ofimer (part of the ministry of fishing), the CNPEM (national committee for fishing) Nausicaa (national center for the sea) and the national association of fishmongers, 3 commitments towards a sustainable fish. As part of this, all actors committed to ensure that at least 10 French fisheries would an eco labelling certification such as MSC. Findus committed to help finance the 1<sup>st</sup> French fishery to adopt an MSC eco label.

### **Other experiences:**

Prior to Foodvest, Mathieu worked in 2 major fmcg companies across Europe (Campbell's soups & Unilever best foods) in different marketing & innovation roles.

Matthieu is a French national having spent 12 years outside of France through his studies and work. He graduated in 1993 with a European MBA and holds a BA honours degree from Nottingham University.

\*Foodvest/ Findus Group No 1 frozen food group in Europe

Foodvest is the leading business driving fish sustainability with a policy that ensures that 100% of all fish corresponds to a responsible fish policy with 10 active principles at its core. It actively promotes sustainability with all its stakeholders from fisheries to consumers.

