

RSPCA Assured announces new executive director to start in February 2024

Friday 24 November 2023

RSPCA Assured - the RSPCA's higher welfare food label and farm assurance scheme - is pleased to announce the appointment of Toby Baker as its new executive director.

Toby will take up his role with RSPCA Assured on Wednesday 7 February 2024 and will also become a member of the RSPCA's executive leadership team.

Toby brings a wealth of experience to the charity, having spent his career to date working across various FMCG marketing and commercial organisations within the consumer healthcare, confectionery, sweet treats, cereal and dessert categories for GlaxoSmithKline, Wrigley, Burtons Biscuits, Cereal Partners Worldwide and Premier Foods.



He has a proven track record in people, strategy and partnership development and delivery, to help drive growth within organisations.

Reflecting on his new appointment, Toby said: "I am passionate about all animal welfare but especially within farming and so I am really thrilled to be able to join an organisation that is clear on its purpose, achieving the highest standards of animal welfare in farming.

"The opportunity to join RSPCA Assured as the executive director represents such an amazing opportunity for me to be able to bring my commercial experience to add value to an

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already successful organisation and I cannot wait to get started.”

David Smith, chair of RSPCA Assured, commented: “I am thrilled to welcome Toby to the team. He brings extensive commercial experience to the role which, combined with his passion for animal welfare, will support us to achieve our strategic ambition for more than 50% of farmed animals in the UK to be reared to RSPCA welfare standards by 2030.”

Further information about RSPCA Assured can be found [here](#).

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