

# Monty's Bakehouse appoints Jeff Swan as CEO



Jeff Swan, CEO, Monty's Bakehouse

[Monty's Bakehouse](#) has announced Jeff Swan as new CEO. Swan will be responsible for overall management of the company, replacing Matt Crane who will take on responsibilities at parent company [SATS](#).

The company said in a LinkedIn post that the new appointment is "in line with Monty's Bakehouse's ambition to deliver accelerated growth through innovation, quality and customer service."

Swan is a seasoned business leader, bringing with him a wealth of cross-functional and international experience in strategic development, sales, brand management, and marketing from some of the world's leading branded food and beverage companies, including Cadbury and Coca Cola. Most recently, Swan led a successful growth agenda as Managing Director of Tayto Snacks - Ireland, reads the social media post.

Crane remains a Board Director at Monty's Bakehouse. He will now divide his time between the UK and Singapore as Group Head, SATS Global Innovation Centre, overseeing the innovation hub in the UK and Singapore. Crane will continue to drive forward SATS' food solutions innovation agenda, of which Monty's Bakehouse is now a part.