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MEDIA RELEASE

NEW CEO FOR BE BENDIGO

The next phase of Be Bendigo providing its vital leadership and support for Bendigo businesses begins this week with the announcement of Rob Herbert being appointed as the new CEO for Be Bendigo.

Rob will be well known to the Bendigo business community having worked for many years in business banking and other roles at the Bendigo & Adelaide Bank as well as being prominent in local sporting and community circles.

“We are delighted to have Rob join Be Bendigo, his passion for Bendigo and understanding of the challenges and opportunities for businesses of all sizes make him an ideal person to lead Be Bendigo continuing to grow our support for local business,” said Be Bendigo Chair Marika McMahon. “As 2022 has commenced with continued Covid19 challenges, having Rob leading Be Bendigo will enable our team and organisation to work hard on our vision for Bendigo and particularly our members”.

Rob will be commencing with Be Bendigo this week and the annual State of the Market economic briefing this Friday morning will be a great opportunity for members, partners and stakeholders to meet him. Otherwise, Rob will be out and about over the next few weeks to meet with our members and partners.

The changeover to a new CEO should be smooth with one Rob taking over from another. “Be Bendigo is most grateful for the excellent leadership provided for the organisation by Rob Stephenson as interim CEO” said Ms McMahon. “While Rob Stephenson continues his “portfolio career” we are pleased that he will be assisting Rob Herbert during the first few weeks at Be Bendigo and then continuing to be involved with the organisation, particularly around advocacy and working with our stakeholders”.

End release

Further information can be obtained by contacting Be Bendigo Interim CEO Rob Stephenson on 0429 447 823