



## **Sophie Daniels**

### **Category Director – Food and Retail**

As Category Director for Food & Retail, Sophie leads our team of category experts who are focused on delivering great value and competitive solutions to our clients through the great partnerships we hold with our supply base.

Sophie has been with Foodbuy for over a decade and prior to that worked across several different retail and consumer facing environments. Sophie loves building strong relationships with both suppliers and clients and has a real passion for understanding the needs of consumers and delivering solutions to help maximise sales and profit.

Outside of work, Sophie enjoys spending time with friends, family and her two young children. On the rare occasion she has some spare time, you might find Sophie playing a round at her local golf course.